Children's MUSEUM OF THE MAGIC VALLEY

ANNUAL REPORT 2019

IMAGINE!

We are grateful for the community's support and excitement throughout our first full fiscal year as The Children's Museum of the Magic Valley! Imagine a community gathering place that is fun for the whole family and gives kids a place to create, explore and discover. *If you can imagine it, you can achieve it!* CMMV is a 501(c)(3) non-profit organization in Twin Falls, Idaho incorporated in November 2018 and overseen by a dedicated board of directors. Our mission is to engage children of all ages and abilities in learning through imaginative play and discovery.

In January, we began publicly sharing our plan to create a state-of-the-art children's museum in the Magic Valley. We met with approximately 500 community members to collect feedback and forge partnerships.

Our feasibility study was conducted by the Research & Business Development Center in Rexburg, Idaho between January and April 2019. The team identified a focus group of nine children's museums in areas comparable to Twin Falls in population, median household income, number of children under 18, and distance to a metropolitan area. It investigated demographics, target audience, visitation potential and regional competition. The study formed the starting point for our business plan.

MEETING THE NEEDS OF THE MAGIC VALLEY

Community surveys revealed a tremendous desire to have a children's museum in the area. The feasibility study concluded that based on current population, our community could sustain a 15,000-20,000 square foot museum with 12,000 square foot outdoor exhibit space. There are 35,720 children ages 0-14 living within 30 miles of Twin Falls. As the 4th fastest growing micropolitan area in the nation, new community amenities should reflect the high value we place on family-friendly learning experiences.

A team of Gooding middle schoolers constructs a skyscraper with magnetic tiles.

Kids run their own Farmer's Market at Pioneer Federal Credit Union Superstar Youth Saturday. (Right) Boys code with the Code & Go Mouse.

IMPACT AT A GLANCE

3,604
children & caregivers participated our outreach program

$96,986
2019 revenue

$14,721
in grants awarded to the museum

494
attended a community presentation

1,600
students & caregivers attended the first two STEM Family Nights

Made STEM Family Nights program available to **32** elementary schools

16 community events with traveling exhibits

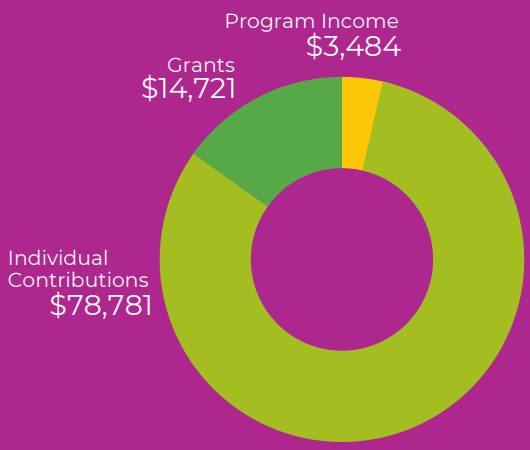
133
hours of professional development

FINANCIAL STATEMENT

CMMV is a 501(c)(3) non-profit organization. CMMV provides hands-on learning opportunities for children and families in the Magic Valley. Our programs encourage exploration, cooperation, and discovery through play. We seek to establish a permanent, first-class children's museum in Twin Falls, Idaho. *Donations qualify for the Idaho Education Tax Credit. Please consult your tax adviser for details.*

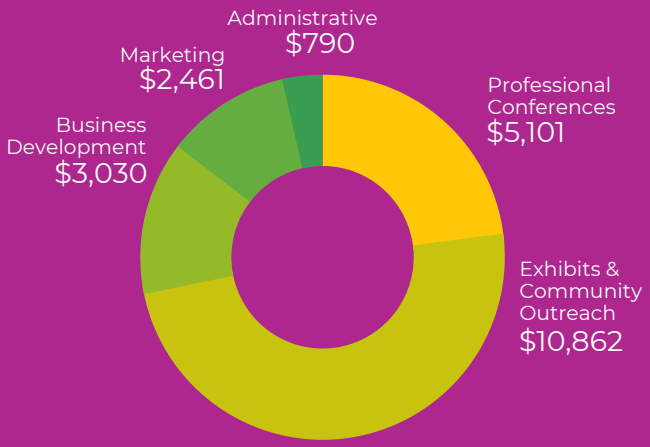
Revenue

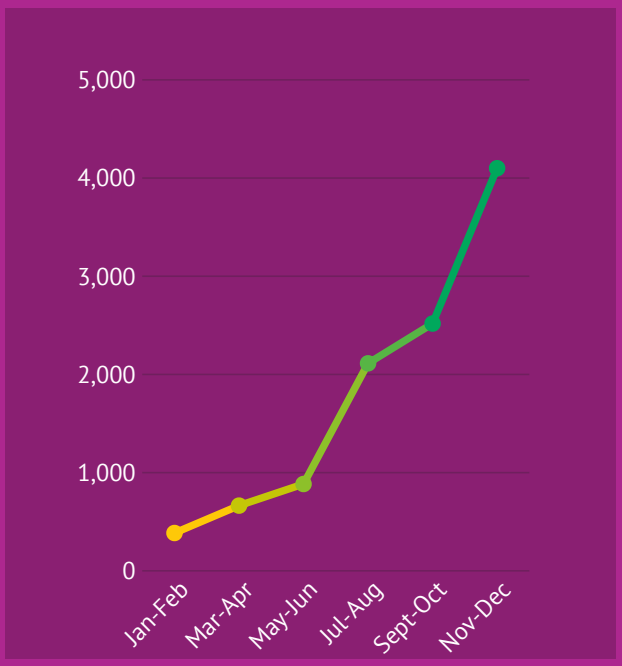
$96,986.28



Expenditures

$22,244.50





COMMUNITY MEMBERS IMPACTED 2019

Gooding Stem Night: A group of boys builds together with Imagination Playground channel and cylinder blocks.

COMMUNITY OUTREACH

We served 2004 people at 17 mobile exhibit community outreach events in 2019. We focus on engaging children and caregivers in purposeful play, investigations, and meaningful connection.

- *Art & the Heart CMMV Pop-up Fundraiser*
- *St. Patrick's Day Parade & Rainbow Exhibit*
- *Early STEM Workshops*
- *Art & Soul Stroll*
- *Pioneer Federal Credit Union Superstar Saturday*
- *Twin Falls, Jerome, CSI, Ketchum Farmers Markets*
- *Kids Art in the Park*
- *Jerome & Twin Falls County Fairs*
- *KMVT Kids Fest*
- *Kelley's Orchard Apple Festival*
- *FIRST Lego League Robotics Regional Competitions*

In October, CMMV launched the STEM Family Nights Program. We reached capacity within 48 hours of opening registration to 32 elementary schools. Over **1,600 children** and caregivers attended the first two events in Gooding & Declo. We will host 7 more events between January-April 2020. Each event includes the following hands-on exhibits, including over 20 built-in activities:

Making Waves
Dive into the science of sound waves as you complete five vibration investigations, make music, and capture and evaluate waveforms with our Vernier GoDirect Sound Sensors. *Sponsored by Idaho STEM Action Center.*

Imagination Playground
105 Imagination Playground blocks bring the engineering benefits of block play on a larger-than-life scale. Includes bricks, cylinders, chutes, channels and more. *Sponsored by Twin Falls Rotary Club & the DART Foundation.*

Get Creative with Coding
Build hands-on, screen-free coding skills with our OzoBots, Code & Go Mouse Bots, and KIBO. Debug plastic bugs from a "code," Ask about our favorite edible activity that gets families moving, laughing and learning about coding. *Sponsored by Idaho STEM Action Center.*

Literacy Connection
We love to connect literacy & STEM! Can you construct a home for the three little pigs that can withstand the puff of the Big Bad Wolf? Try designing a block tree that can fit the entire alphabet before it falls down...Chicka-Chicka Boom Boom!

Your Body: Inside Out
Learn about hearts and blood types through hands-on experiments, Orb Water Bead "Blood Cell" sensory bins, and models. Take a peek inside your body with our virtual reality t-shirt.

Marvelous Magnets
Explore magnetism through investigations with magnetic/non-magnetic materials, build with over 700 Magnatiles, see the pull of the magnetic field with captivating Ferrofluid, explore with Hematite stones. *Sponsored by Idaho STEM Action Center.*

What Can You Rigamajig?
Powered by your brain, this collection of wooden planks, wheels, pulleys, nuts, bolts and rope gives you the tools to build whatever you can dream up! Think three dimensionally, create physically, and work collaboratively. *Sponsored by the DART Foundation.*

Bank & Farmer's Market (add-on)
Our Bank & Farmer's Market is a hands-on role playing exhibit that helps kids understand principles of earning, spending, and saving money. *Sponsored by Pioneer Federal Credit Union.*

2019 DONORS

Thank you to each of the people making an impact through generous contributions.

Foundations & Grants

DART Foundation
Idaho STEM Action Center
Pioneer Federal Credit Union
Twin Falls Rotary

$2,000 to $3,000

A & T Security Systems, Inc
Advanced Dental Care
Advanced Foot and Ankle
Anytime Fitness
Asthma & Allergy of Idaho
Coleman, Lopes & Co
Doctors at St. Luke's OBGYN
Dr. Jason & Meghan Scoresby
Dr. Jason Greenhalph, St Luke's Urology
Dr. Kurtis Reed, St. Luke's Dermatology
Dr. Kylan Peterson, St. Luke's Otolaryngology
Dr. Mark Crandall, St Luke's Cardiology
Dr. Michael McEntire, St. Luke's Pain Medicine
Frontier Pediatric Partners
Magic Valley Orthodontics
North College Dental
Petruzzelli Electric
Pioneer Federal Credit Union
Plant Therapy
Sage Center on 8th Catering
Smiles 4 Kids
Smith Pediatric Dentistry
Summit Dental Care
Ward Orthodontics
Welch, Allan & Associates
Wills Toyota

$1,000 to $1,999

Al & Fran Frost
Brady & Alexes Brown *in memory of Boston Brown*
Chapman J Root II
Deskin & Susan Waters
Don & Kristy Hill
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Dr. Eric & Melanie Permann
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Mark & Alicia Bell
Robyn & Morgan Meyers
Ryan & Christi Hodges
Ryan & Krystal Howe
Sharon Dowdle *in memory of Billie R Scott*
TJ & Tennille Adams
Tom & Cheri Aiello
Trevor & Bethany Bell

$500 to $999

Kristen Croissant & Friends
Magic Valley Insurance

$50 to $499

Anna Scholes
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Carl & Paula Weeks
Carly Dunn
Corrine Starley
David & Kathleen Coleman
Diane Mishler
Diane Van Engelen
Edna Miller
Eric Johnson
Great Harvest Bread
Hoopes Tech
James & Alisa Grover
Michael & Marcy Heiner
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Pizza Pie Cafe
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Sherry & Nate Murray
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Jensen Jewelers
Johnny Carinos
Magic Valley Mall
Office Depot
Paula K Photography
Rocky Mountain Flooring
Scarrow Meats
So. Idaho Kids Magazine
Tom Wangeman
Toy Town

Funding Partners

So. Central ID United Way
TF Community Foundation

Thank you

If you see any errors or omissions, please notify us and kindly accept our apology.

Children's MUSEUM
OF THE MAGIC VALLEY

BOARD OF DIRECTORS

Bethany Bell, President
Tennille Adams, Vice President
David Coleman, Treasurer
Diane Van Engelen
Judi Baxter
Lisa Hymas
Meghan Scoresby
Paula Weeks

CURRENT NEEDS

We are actively seeking a site and major gifts to establish a permanent, state-of-the-art children's museum in Twin Falls.

Would you like to help expand the STEM Family Nights and community outreach programs? We need a 10' box truck or similar to store and transport exhibits. Sponsor logo(s) may be featured on vehicle. If interested, please call (208) 536-3455.

There are openings for Founding 50 businesses and individuals. We are 50% funded. Show your support for the mission and vision of CMMV by contributing today.

The Children's Museum of the Magic Valley
is a 501(c)(3) non-profit organization.

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