



Children's  
**MUSEUM**  
OF THE MAGIC VALLEY  
**ANNUAL REPORT**  
**2 0 2 4**



# FOUNDERS' UPDATE

## BOARD OF DIRECTORS

- Tennille Adams, *President*
- Phyllis Eberhard, *Vice President (outgoing)*
- Judi Baxter, *Secretary*
- Jeremy Gooding, *Treasurer*
- J'Dee Adams
- Lisa Hymas
- Gabriela Pena
- Lisa Smallwood
- Adair Tello
- Paula Weeks
- Dr. Michael Whitehead
- Nikki Daisher (*incoming*)

## PART-TIME STAFF

- Bethany Bell, *Development Director*
- Chris Kun, *Outreach Coordinator*
- Michelle Reinke, *Educator Assistant*
- Sabrina Mitchell, *STEAM Assistant*

## CONTACT INFO

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- [www.cmmv.org](http://www.cmmv.org)
- @ChildrensMuseumMagicValley
- @childrensmuseummagicvalley
- <https://www.linkedin.com/company/cmmv>

Proud Member of  
ASSOCIATION OF  
**CHILDREN'S  
MUSEUMS**



As we reflect on 2024, we were delighted to see the wonder and excitement on so many children's faces this year! From Acequia to Bliss and Bellevue to Oakley, over 11,000 children and their adults experienced the power of play and discovered what a children's museum could mean for them. As an educational resource that fosters curiosity, we were honored to partner with area schools, public libraries, the Boys and Girls Clubs, the CSI Mini-Cassia Center and the Magic Valley Mall to promote hands-on learning with our CMMV On the Go! mobile programming.

Powered by imagination, children in the Magic Valley are becoming pilots flying blue block airplanes, engineers designing the tallest towers, and musicians performing in bands. Together, we are creating opportunities for children to dream about their future! When a child's curiosity meets play, they experience joy!

It was a year filled with strategic planning and designing as we met with consultants and made strides forward to build a brick and mortar museum for the children and families of South Central Idaho. It was exciting having numerous community members join our efforts and serve on our committees. It was also a year of transitions as we hired a Development Director to focus on raising the funds needed to build this incredible project!

Thank you for catching the vision of the Children's Museum of the Magic Valley and recognizing that we need a gathering place that builds wonder and curiosity! Thank you for helping us spread our mission of engaging children of all ages and abilities in learning through imaginative play and discovery.

Thank you for dreaming with us!

CMMV Board of Directors



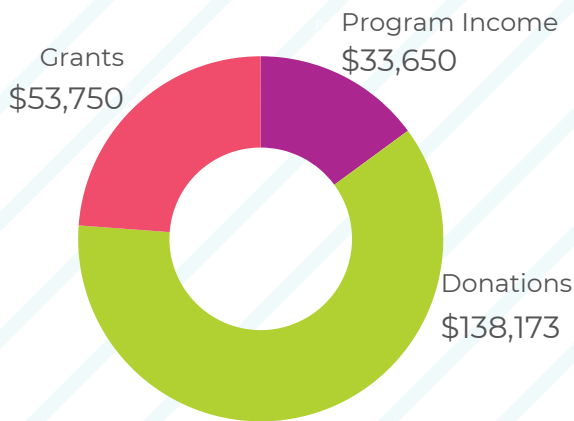
# FINANCIAL STATEMENT



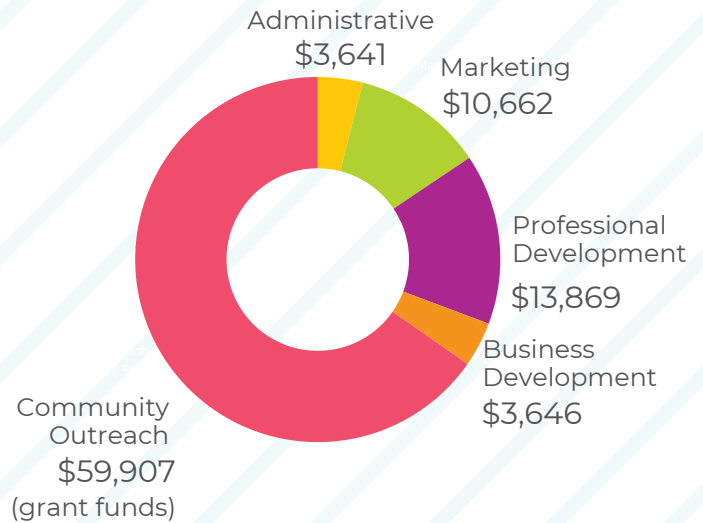
CMMV is a 501(c)(3) non-profit organization. CMMV provides hands-on learning opportunities for children and families in the Magic Valley. Our programs encourage exploration, cooperation, and discovery through play. We seek to establish a permanent, first-class children's museum in Twin Falls, Idaho.

*Donations qualify for a charitable tax deduction and for the Idaho Education Tax Credit. Please consult your tax adviser for details.*

## Revenue \$225,573



## Expenditures \$91,725



The CMMV project team remains committed to our mission, vision, and values, with the goal of creating a space that inspires wonder and curiosity in the children of South Central Idaho. We are dedicated to maintaining fiscal responsibility, fostering collaboration, and ensuring high standards in all aspects of our work.

# CMMV >> ON THE GO!

At our programs, participants have the opportunity to discover, explore, create, imagine, and dream all while spending time with their caregivers.

In 2024, we presented 99 events in 19 towns around the Magic Valley. We attended community fairs and festivals, summer lunch locations at schools and libraries, the Magic Valley Mall for 5 Pop-Up events, Idaho National Guard Family Day, Migrant and Refugee events and a Parent College presented by the Unity Alliance and CSI.

In effort to reach a wider range of children we added Mini STEAM programs to our menu for both early childhood and middle school audiences. With those additions, we reached a wider age range of kids. We've also engaged high school students as some have worked with us on their Senior projects and others for volunteer hours.

With generous grants, we launched a school day program called the Making of the Magic Valley where we partner with Idaho Power to discuss the history of the Magic Valley and the role electricity and irrigation played in making it Magic! Fourth graders then get to make their own mini irrigation system.

Based on our parent surveys we learned that lack of opportunity, places to go, time, and money are barriers to educational play in the Magic Valley. While we work toward building our fabulous physical museum location, we continue to offer many events around the Magic Valley to address these barriers. We hope you can join us!

*Since launching in 2019,  
36,569 children and their  
adults have played at  
CMMV On the Go! events!*



# COMMUNITY IMPACT

MAKING A DIFFERENCE FOR LOCAL CHILDREN



"The Children's Museum of the Magic Valley is one of our most important partners in bringing hands-on, highly engaging STEAM activities to our students and families. Our students anticipate activities they want to try again and the new and unique challenges that come with each visit to our school. CMMV collaborates with us to bring high-quality, affordable experiences to Magic Valley students who might otherwise not have the opportunities."

~Angie Brulotte, Principal, Jefferson Elementary School



**99**  
Outreach  
Events

**19**  
Towns



**11,744**

children & their  
adults served

**\$138,173**

donated by the community



**\$53,750**

grant funds received

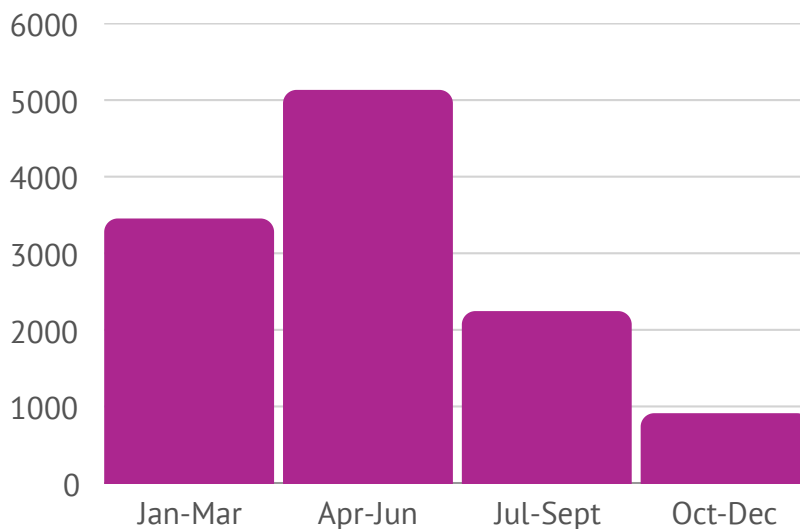


**60**

community members  
serving on the board  
or committees

## CHILDREN & THEIR ADULTS IMPACTED BY MOBILE PROGRAMMING IN 2024:

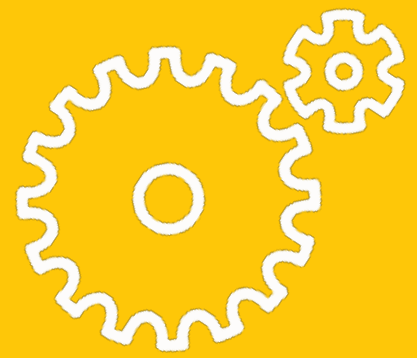
**11,744**





# DESIGN UPDATE

SCHEMATIC DESIGN CONTINUES



*“The new children’s museum in Twin Falls is more than a place for play—it’s a place of creativity and learning for our community. It will inspire our children to explore, discover, and dream big. Years ago, while living in Iowa, we saw first hand the impact a Children’s Museum can have on a community. By providing interactive exhibits and educational programs, this museum will unite families, ignite curiosity, and help our children reach for their potential. We are excited to see how this incredible museum will transform lives and strengthen our Twin Falls Community.”*

Dr. Bryce Barfuss, Donor

## ***It was an exciting year for the CMMV team!***

We returned to museum design with local architect Colby Ricks at Laughlin Ricks Architecture and the exhibit team at FRAME Integrative Design Strategies, based in Seattle. Starr Corporation joined as the Construction Manager General Contractor.



*“Being part of the Design Team for Children’s Museum of the Magic Valley is a privilege. We are very excited to design an engaging and exciting museum in Twin Falls for our children and grandchildren where they can learn and explore in such an exciting environment. The new facility will be both historic and contemporary and will be an amazing addition to our community.”*

Colby Ricks, Laughlin Ricks Architecture



We expanded our exhibit and construction committees with local content experts to share their guidance as we work through the design process together. They have been instrumental in assisting in each of the exhibit areas of the museum.

***We thank them for their time and expertise!***

# 2024 DONORS

THANK YOU FOR YOUR TRUST



## Donors

TJ & Tennille Adams  
J'Dee & Holly Adams  
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Mitch and Linda Watkins Family  
Foundation  
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Luree Welch  
Michael & Jessica Whitehead  
Rebecca Wildham  
Maureen Williams  
Dan Willie  
Evelyn Wood

## Grants

Idaho Community Foundation  
Idaho Out-of-School Network  
Idaho STEM Action Center  
Idaho STEM Ecosystem  
Olive Smith Browning Charitable Trust  
Sparklight  
The Maurice A Bowers Trust

## In-Kind Donors

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Ben & Cami Elison  
Noelle Ferrara  
Find & Flourish Creative Designs  
Lisa Hymas  
Magic Valley Mall  
Jake & Jenna Miller  
Sabrina Mitchell  
Molly Perkes  
Southern Idaho Kids Magazine

If there are any errors or omissions,  
please notify us and accept our apology.

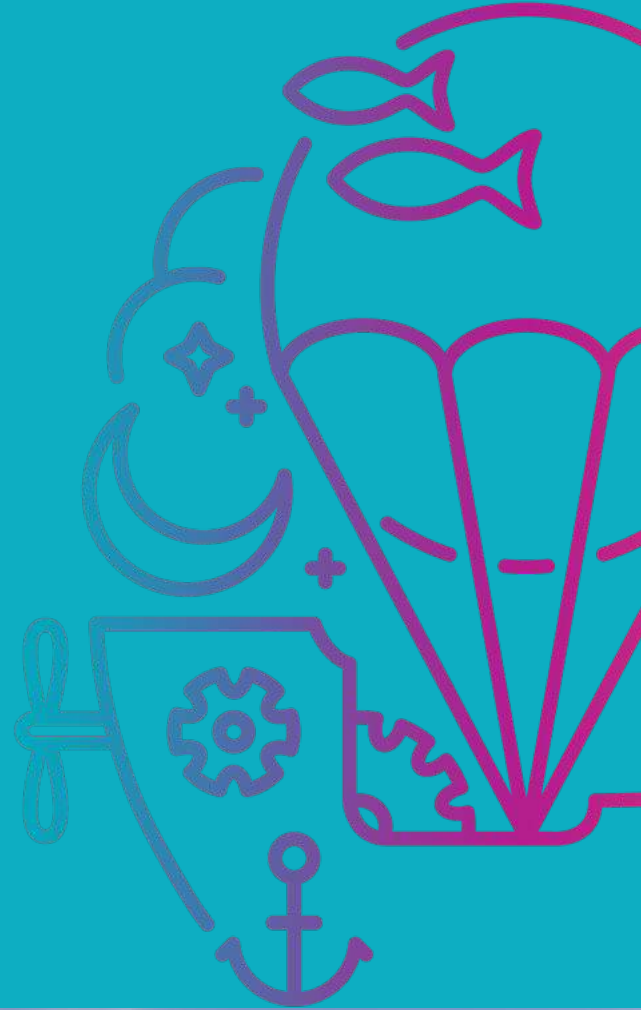
## How do I get involved?

- Contact us if you are interested in helping on a committee:
  - Educational Programs
  - Finance
  - Fundraising
  - Marketing
- Share our dream with your friends
- Donate - scan QR code for online giving options:



Children's  
**MUSEUM**<sup>TM</sup>  
OF THE MAGIC VALLEY

P.O. Box 2139 Twin Falls, ID 83303



View from Idaho St. S., Preliminary Exterior Rendering; Laughlin Ricks Architecture 2025