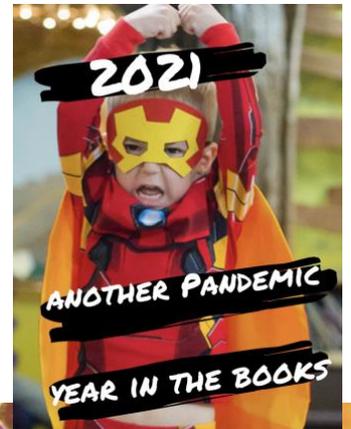


The Upper Peninsula Children's Museum 2021 annual report.

*Here is our story,
living through the pandemic, year two...*

When life gives you lemons... again... 2021... a combination of hardship and triumph...

- For the first three months of 2021 the Museum offered only family bubble bookings due to the high volume of Covid cases we were experiencing in our community. The bubble bookings allowed families to emerge from homes and be at the Museum by themselves, one bubble at a time. They were charged only regular admission rates, no extra fees added, because we understood how desperately people needed to get out of the house and to have fun together while feeling safe.
- In April 2021 as Covid cases started to go down and vaccination rates were going up, the Museum opened its doors to an occupancy limit of 25 people (normal occupancy is 160) to allow for social distancing. While we saw increased visitation during the summer months the fall brought more Covid cases. We reduced occupancy back down to 20 people feeling that was a safer number to allow people to visit the Museum and not have to be close to anyone outside of their own family bubble. But families also self-regulate so our visitation numbers for the last remaining months of 2021 were very low.
- Also being restricted in 2021 were parties. The Museum did not allow any “during business hour” birthday parties as we normally do. Those birthday parties are also a large income for the Children's Museum each year which we did not experience in 2021. Although the Museum did experience an increased number of after hour parties for families who desired parties at the Museum but with no other guests present. The Museum saw a wedding and many sleepovers. In 2018 the Museum's party income was \$22,000 while 2021 saw a party income of \$11,535.
- Visitation incomes for 2021 were at \$91,482 compared to “normal” years such as 2019 when visitation income was \$158,942 with 40,000 people coming through the doors. The Museum only had 15,000 visitors in 2021 due to the pandemic and our own visitation restrictions. Although visitation earned incomes were down our rental property was full. The Museum has 11 tenant spaces. In 2021 the Bakery space was taken over by the Food Co-op and Every day wines expanded their business into an additional leasehold. Philanthropy held its own with the PPP helping tremendously.



Programming ...

- While we had to stop our youth volunteer program, The Guardians, during the pandemic years to assure their safety, we did continue to offer Second Thursday creativity program experiences monthly through the course of 2021. From January through August Museum Mr. Jim conducted virtual second Thursday programming. Each program featured a bag of goodies/supplies that families could pick up from the Museum and an artist that led the children through an activity. Included with this report is a listing of each of the programs and the artists that were employed to assist us. In September Mr. Jim attempted to do outdoor programming in the courtyard. He was eager to engage families outside. Various community partners such as Moosewood Nature Center, Northern Michigan University Student Leader Fellowship program, and the Peter White Public library all collaborated to create programs for children. While outdoor programs are always subject to weather each of the second Thursday programs had families happily participating in rain, snow, and sun. Programs are free to participate.



- In August 2021 the PBS learning channel in Michigan featured the Upper Peninsula Children's Museum and our own Museum Mr. Jim as part of their programming. They sent a team of videographers to Marquette to host a segment live at the Museum. Museum Mr. Jim featured some of our animals in this very exciting program.

- The 8-18 Media youth journalism program shut its doors during the pandemic's first month in 2020. The program's Director Marnie was able to restart the program after several months in a virtual format. The kids were able to determine the subjects that they wanted to report on and did virtual interviews. 2021 the youth reporters talked to a Mars Rover engineer and a member of the National Guard who went to the Capitol building during Jan 6th. Both stories were featured on the front page of the Mining Journal. Marnie also jumpstarted the youth commentary columns in the Mining Journal. While the Marquette Monthly was out of publication for a good year and a half most of our stories in 2021 were published in the Marquette Mining Journal. Audio stories were also submitted to Q107 and public radio 94 where they were aired after submission. During 2021 the program youth produced 20 columns, 9 front page stories in the Mining Journal, and 15 radio stories.

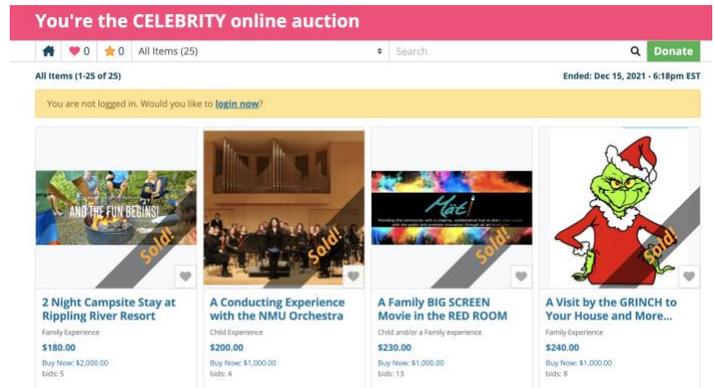


- Despite the pandemic the Museum was able to partner with other organizations such as NMU student clubs, the Peter White Public Library and Mooswood Nature Center to name a few, to provide unique programming for kids outside and virtual.



Fundraising and Fun...

- In June 2021 the Museum conducted its 8th annual Chalk Art Festival by partnering with the city of Marquette's art week. The Museum conducted two days of painting the downtown with love. Over 50 families participated by coming to the Children's Museum to gather supplies and then we directed them onto the various downtown streets to paint images of love. Prizes were given out but mostly a lot of love was shared. Thanks to the many square and event sponsors who helped to make the event a fundraiser for the Children's Museum as well.
- In 2021 the Museum embarked on a "looking up" campaign. With the idea of looking beyond the pandemic we utilized Museum ceiling panels and offered them to our families to paint with images. The tiles were offered for a fee as a campaign to recoup lost revenues from the year before. Families have painted many panels all of which now adorn the Children's Museum ceiling.
- Celebrity Art Auction was forced to go online again this year. Learning from last year and reevaluating the event's purpose the committee decided to shift the event to kids and families. The event name was changed to YOU'RE THE CELEBRITY and all "art" was changed to experiences where children and families were the celebrities. Events included: horse drawn sleigh rides, ride on a Zamboni machine at a hockey game, ride on a firetruck to school, lunch with the Sheriff, and so much more. The event was a huge success bringing the Museum twice what was raised the year before.
- Other tried and true strategies were employed such as the annual shopping day at Getz's Clothiers, our annual mail and email campaigns, and grant writing.



Our World of Exhibit Wonder...

Exhibit work continued through 2021. The following are some of the projects that we are proud to fill you in on:

- The giant heart, which has seen many delays due to the pandemic and change of exhibit personnel over the past several years, saw a lot of progress in 2021. The structure is ready for dura bond. Sound buttons have been installed and lights have been lit. A wonderful swirling slide adorns the side waiting for a little ones for an adventure down an artery.
- 2021 was lucky to gain two part time exhibit enhancement personnel. As a result of having the additional staff members the Museum has seen a new mural in the theater. A new mural outside of Phil's 550 giving the sense of being in the woods. And the giant head has seen tremendous enhancement. The staff members also spent 2021 tweaking numerous exhibits throughout the Museum.
- In 2021 the Museum solidified a relationship with the Michigan Energy Options, the Board of Light and Power, and the Ann Arbor hands-on Museum. Exhibit builders at the Ann Arbor hands-on Museum has designed, and agreed to build, an exhibit for the Children's Museum which will demonstrate energy through a bicycle set up. The resulting design will excite all our little ones and will be built for the size of a five-year-old. The Board of light and power through the facilitation of the Michigan Energy Options has agreed to fund the exhibit in full. The agreements were all signed and the actual building of the exhibit will take place in April 2022.

