



2020 Annual Report



“What can I say about 2020? We had so much momentum in March and then so much heartache after. It was a very surreal time for us. I could never have imagined closing our doors to the public. After that, it was just survival mode. We cut all expenses possible and cocooned the museum. The best thing I can say about 2020 is that we survived!”

-Lisa Phelps,
Executive Director

“On behalf of the board of directors, we would love to thank our amazing community for your continued support, especially through our pandemic closure. We are so excited to see your families exploring the museum again!”

-Shelly Smith,
Board Chairwoman



MT PLEASANT
DISCOVERY
MUSEUM

5093 E Remus Rd.
Mt. Pleasant, MI
(989)-317-3221

mpdiscoverymuseum.org

Explore

Learn

Create

Grow

Leading with a Passion

Core Dicovey Team

Lisa Phelps
Executive Director

Ericka Pauly
Event & Marketing Director

Lindsay Stark
Office Manager

Our Values

Stewardship
Innovative
Child-focused
Inclusive

Board of Directors

Ed Zebrowski
Chairman
Media Images, Inc.

Jake Rowley
Secretary
Central Michigan University

Shelly Smith
Vice Chairwoman
Community Member

Amy Ervin
Treasurer
Mercantile Bank

David Barberi
Barberi Law Firm

Judy French-Smith
Community Member

Jennifer Cotter
Central Michigan University

Jim Parsons
Century 21-Central Realty

Dani Montini
General Agency

Sharon Schaar
Renaissance Academy

Tim Ottoman
Central Michigan University

Angie White
Community Member

Our Mission

To enhance the
community by inspiring
creativity, learning, and
curiosity.

Our Vision

A world where
educational discovery
enhances the life of
EVERY child.

Meet our 2020 Partners!



Art Reach of Mid-Michigan
Chippewa River District Library
Chippewa Nature Center
Clare-Gladwin RESD
CMU Center for Children,
Families, & Communities
CMU Center for Excellence in
STEM Education
CMU Child Development and
Learning Lab
CMU STEM Buds



Cox Sports Medicine &
Orthopedic Surgery
Curious Kids' Discovery Zone
Curious Kids' Museum
Flint Children's Museum
Fisher Companies
Grand Rapids Children's
Museum
Granger Waste Disposal
Gratiot-Isabella RESD



Great Lakes Children's
Museum
Great Start Collaborative
Green Scene Landscaping
GreenTree Cooperative Grocery
Jim Wyman
Krapohl Ford & Lincoln
Lake Trust Credit Union
Megan Salchert



Mid-Michigan Industries
Morey Courts Recreation Center
Mt. Pleasant Optimist Club
Mt. Pleasant Parks &
Recreation
Renaissance Public School
Academy
Rhyard's Blueberry Farm
Versiti

Meet Our Donors

Drones: \$50,000-99,000
Honey: \$25,000-49,000
Pollinators: \$10,000-24,999

Nectar: \$5,000-9,999
Flowers: \$2,500-4,999
Hexagons: \$1-2,499

Drone

Dorsay Foundation
 United States Small Business Administration

Chambers Enterprises
 Lake Trust Credit Union
 Isabella Community Credit Union
 Shelly & Mark Smith
 Sayaka Nasu & Adam Mock
 Kristine & Raymond Ribitch
 Judy & Sidney Smith
 Shamrock Invitational, Inc.
 Mt. Pleasant Jaycees
 McLaren Central Michigan
 Qdoba Mexican Grill Southwind Restaurants, LLC

Sara & Rick Watts
 Dani Montini
 CMS Internet
 Coyne Oil Corporation
 Total Investment Planners Inc.
 Kayla Slezak
 Deshano Community Foundation
 United Way of Midland County
 Laser Connection
 PACE Central Michigan
 Barberi Law
 Summit Petroleum Corporation

Carla Jensen & Ben Huemann
 Louis & Tom Kromer
 Nancy & Albert Lewis
 Sheridan & Michael Libbee
 Gisela & Thompson Moffit
 Mordica Sales Associates
 Linda Morey
 Lori Irwin & Tim Ottoman
 Kim Yeonhyang & Matt Petro
 Barbara & Brian Smith
 Sam Staples
 Dennis Thavenet

Honey

Midland Area Community Foundation

LaBelle Management Inc.
 Jennifer & Jay Fields
 General Agency Company
 Sandra & Dennis Olson
 Granger Waste Services
 Mt. Pleasant Optimist Club
 Century 21 Realty & Associates
 Hall & Bolles, P.C.
 Konwinski Construction

Nick McConnell
 Amy & James Ervin
 Mary & Keith Frame
 Annette Messinger
 Kristen & Dan Weber
 Jon & Misia Conklin
 Jennifer & Lane Demas
 Women's Medical
 Carol & Alain Shannon

Peggy & Gordon Wheeler
 Valerie & Ernest Wolters
 Wendy Robertson & Jason Barnes
 Mt. Pleasant Agency-Central Insurance
 Eli Buccilli
 Joseph Cotter
 Susan & Garth Anderson
 Dee & Bob Kohrman

Pollinator

Michigan Council for Arts & Cultural Affairs
 Lonnie Joe Morey Trust
 United Way of Gratiot & Isabella Counties

Hexagon

Middle Michigan Development Corporation
 W.E. Martin Foundation
 Krapohl Ford & Lincoln
 Mt. Pleasant Area Community Foundation
 Cox Sports Medicine and Orthopedic Surgery
 Mears Group Inc.
 Fisher Companies
 Octagon

Mr. Electric of Central Michigan
 The Eyesite
 Dr. Michelle Sanders
 Shawn L. Zimmer, D.D.S
 Taren & David Barber
 In Memory of Rose Wunderbaum Traines

Mid-Michigan Agency
 Ewa & Joe Czyzyk
 Ruth & Edwin Helwig
 Barbara & John Leonard
 Mary Lu Yardley
 Gray, Sowle, & Iacco, P.C.
 Green Scene Landscaping
 Michelle & Gabriel Ambrozaitis

Heather Prout
 Barbara & Michael Sullivan
 Barb & Joe Barberi
 Susan Cozat
 Sarah Douglas
 Pam & Jeff Godley
 Phyllis & Tom Hall
 Christina Proulx

Flower

Great Lakes Bay Regional Alliance

Isabella Bank
 Liz & Michael Conway
 Barbara & Thomas Guimond
 Annie Shackelford
 Dr. Christine & Thomas Hammond

Kristin & Marty Baxter
 Maureen & James Henry
 Jessica & Jeff Bean
 John Denheeten
 Kim & Steuard Jensen

Maureen & Gregory Starry
 Kay Underwood
 Kelly & Daniel Lawson
 Kathleen & David Rozga

REVENUE & OTHER SUPPORT

| | |
|-----------------------|-----------|
| Cash Contributions | \$132,484 |
| In-Kind Contributions | 2,960 |
| Fundraisers | 0 |
| Operating Revenue: | |
| Admission Tickets | 32,284 |
| Memberships | 57,736 |
| Parties & Programs | 16,077 |
| Retail Gift Shop | 6,313 |
| Grant Revenue | 126,900 |
| Investment Income | 5,409 |

Total
EXPENSES **\$338,566**

| | |
|----------------------|-----------|
| Program Services: | |
| Museum Operations | \$200,087 |
| Supporting Services: | |
| Management & General | 50,234 |
| Fundraising | 44,415 |

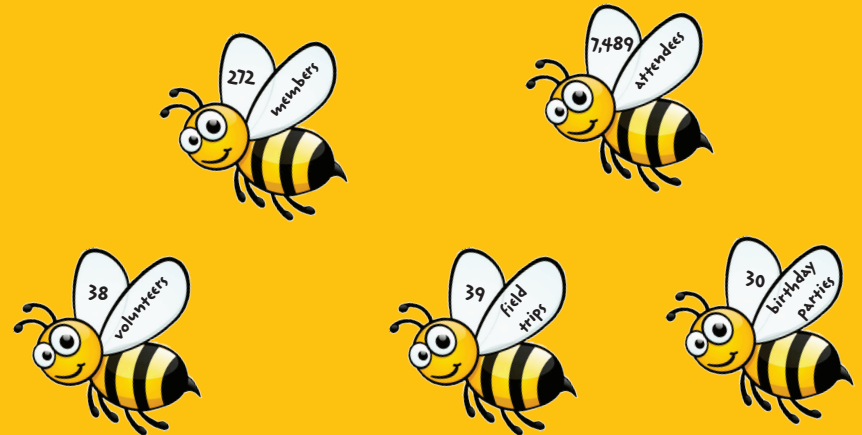
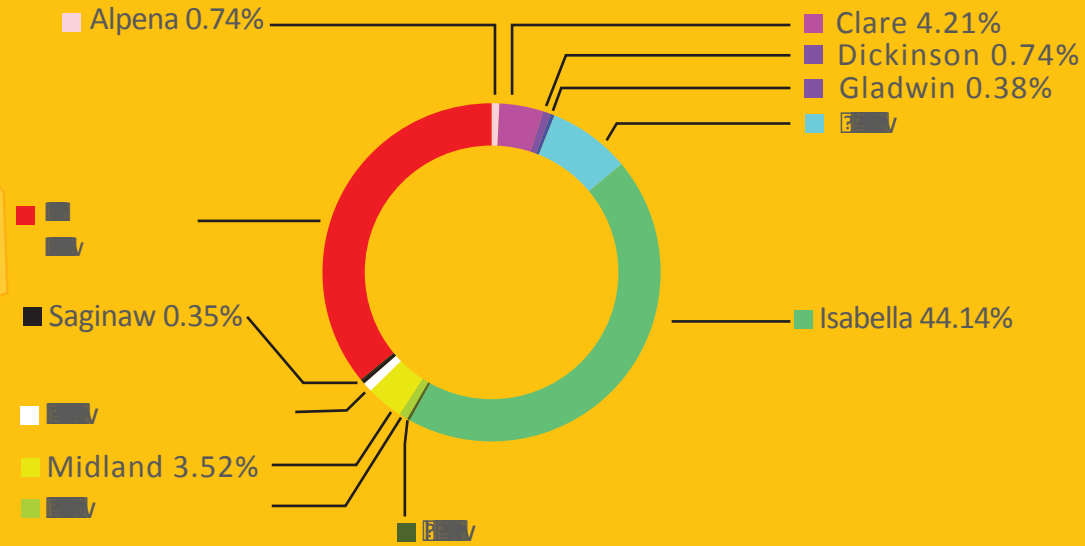
Total Supporting Services **\$94, 649**

Total Expenses **\$294,736**

2020 Financials

In 2020, the Mt. Pleasant Discovery Museum was open from January 1-March 16. Due to the COVID-19 pandemic, we were closed to the public for the remainder of the year

Where are our 2020 visitors from?



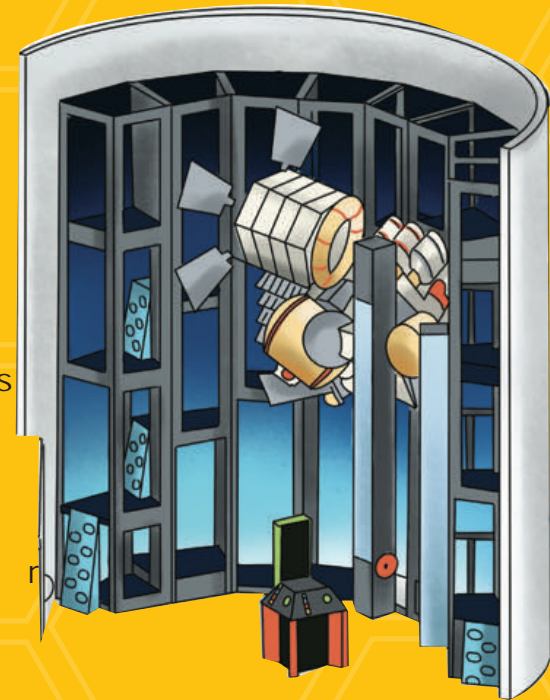
New Exhibit Coming Soon...

3, 2, 1...Blast Off!

3.2.1...Blast Off! combines high energy physical play with important science concepts to create an exhibit experience that gives a workout to the body and mind. The exhibit features two main components: a climbing structure and a collaborative interactive.

As visitors explore the climber, the theming and decor suggests they are moving through Earth's sky. As they climb higher up, the blue sky of Earth transitions to the black of outer space and they find their way into a space station. While the space station features a fictional design, it is based more in reality than science fiction by drawing upon researchers' ideas of what interplanetary travel might look like. The space station interior includes buttons, levers, and switches that promote imaginative role playing and fine-motor skills.

The collaborative (titled Mission Control) allows kids on the ground to re-supply rockets to the space station by working with other guests to follow the launch procedures. Completing the pre-launch checklist in order allows visitors to "launch" a rocket loaded with supply containers. The children in the space station can fit the supply containers into special slots and request new supplies by sending empty containers back to Mission Control.



kidZib!ts

2020 3, 2, 1...Blast Off! Sponsors:

| | |
|--|----------|
| Midland Area Community Foundation | \$40,000 |
| Mt. Pleasant Area Community Foundation | \$5,000 |