



children's

MUSEUM + THEATRE

of maine

2019

ANNUAL

REPORT



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Original cover art by Deanne Dutton. The illustration is an artistic representation of the Museum & Theatre's deep roots within the city of Portland. The cityscape depicted on the cover is comprised of the Museum & Theatre's "Blue Blocks" from our "Playscape" exhibit and features our new star, developed as part of our logo redesign in fiscal year 2019.

A LETTER FROM OUR EXECUTIVE DIRECTOR



Dear Supporters,

What an exciting time to take the helm at the Children's Museum & Theatre of Maine! I'm so pleased to introduce our 2018/19 annual report. It was an incredible year for the Museum & Theatre - the organization finished strongly in the black while also making tremendous strides in our capital campaign to build a new, bigger, better home at Thompson's Point in Portland.

This is thanks in large part to the impressive team of people that keeps our institution humming, and whom I've had the pleasure to get to know since I started in July. Our education, exhibits and visitor services staff are dedicated, passionate, knowledgeable and adaptable. Always thinking ahead, they continue to wow me with their creative thinking and their drive to design welcoming, educational spaces that are new, different and exciting for children and adults alike.

The "back of the house" is equally talented, ensuring that our finances, fundraising and operations management dovetail with a healthy bottom line, always with a vigilant eye on our strategic goals and priorities. None of this would have been possible without the outstanding leadership of Suzanne Olson, who served as Executive Director throughout the fiscal year presented in this report, and the 18 years prior!

Finally, I'm grateful to the many stalwart volunteers that make up our Board of Directors and Advisory Council, and the community members who give of their time daily within our walls and at our many events outside of them. They are the backbone of this organization, who truly make the Museum & Theatre a creation of and for our region and beyond.

With another great year in the books, we are now looking ahead to our next year – and it's going to be a big one. We're close to putting shovels in the ground for our brand new facility, and we hope to welcome you all in our new space by the end of 2020 or early 2021. I'll be working diligently with the rest of our team to make this a reality in the year ahead. Stay tuned for updates and more information, and until then, THANK YOU for being a supporter of this critical resource for children & families in our great state. We could not do this without you.

Warmly,

Julie Butcher Pezzino
Executive Director

LEARNING THROUGH PLAY



The Children's Museum & Theatre of Maine exists to inspire discovery and imagination through exploration and play.

In the words of developmental psychologist Jean Piaget, “**Play is the work of childhood.**” It is through play that children explore and learn about the world around them. **Play in childhood lays the foundation for a lifetime love of learning.**

At the Museum & Theatre, **curating and facilitating play is our work.** We are dedicated to providing families of all backgrounds enriching, hands-on educational experiences. Among many undertakings this past year, **we developed two new exhibitions and a theatre tech booth.**

We are thrilled to offer these new exhibits and programs to our community and will continue to provide new opportunities to learn through play over the next year in our 142 Free Street home!

Action Headquarters!



Inspired by the powerful imaginations of young children, in this space children become superheroes and embark on a mission to save the world! *Action Headquarters!* builds story-telling, teamwork, confidence, and improv skills.

Cloud City



This is a one-of-a-kind sensory exhibit using whimsical visual, auditory, and tactile features. Here, children slow down and explore the nooks-and-crannies of the space while imagining what it might be like to live on a cloud.

Theatre Tech Booth



Thanks to a generous grant from the Roy A. Hunt Foundation, our theatre has a new tech booth, enhancing all of our theatrical shows and programming. A modern sound and light board has opened new possibilities of what our young artists can learn.

For more information about our exhibits and educational programming, please visit www.kitetails.org.

KEEPING PLAY ACCESSIBLE

We strive to create a diverse and strong community of families who come together in support of learning, play, and childhood. Our goal is for every family – no matter their background or needs – to feel welcome in our space. The following are a few highlights of our efforts to ensure all families are able to access our services.

Museums For All

Any family with limited financial resources and enrolled in a government-funded food assistance program (such as SNAP) is granted deeply discounted admissions. We had 725 people take advantage of this program in fiscal year 2019.

Family Shelter Outreach

In partnership with the Portland Family Shelter and Ronald McDonald House Charities of Maine, the Museum & Theatre provided interdisciplinary educational programming in the shelter and invited families experiencing homelessness to play at the Museum & Theatre's 142 Free Street location. The programming highlighted skills all children need when they matriculate into school, including: English vocabulary, holding pencils and markers, circle time, waiting and listening, and much more.

Play Your Way

This free-of-charge program is funded in part by WEX Inc. and provides special playtimes to families affected by Autism, Down Syndrome, Sensory Processing Disorder, or other challenges. The program is offered during quieter hours, with dimmed lights, and noise reduction headphones available. We had 127 *Play Your Way* attendees in fiscal year 2019.

Suzanne Olson Scholarship Fund

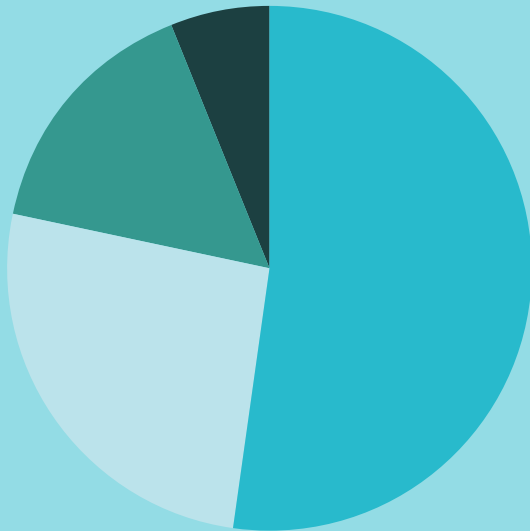
In July 2019, our scholarship fund was renamed in honor of Suzanne Olson's decades of leadership and commitment to providing play for all families. It was a record breaking year for the fund, and we were able to give 250 family memberships, non-profit memberships, 203 admissions passes, and five theatre show scholarships to families in need.

CHECK OUT OUR NEW LOGO!



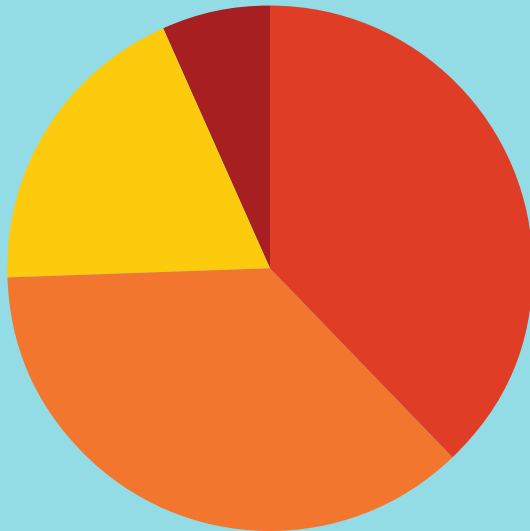
FY19 FINANCIALS

REVENUE (\$1,331,200)



- Admissions (\$695,508)
- Contributed Support* (\$348,246)
**Donations, grants and special events*
- Membership (\$208,126)
- Education & Theatre (\$79,320)

EXPENSES (\$1,298,250)



- Visitor Services (\$493,817)
- Education & Theatre (\$241,843)
- Support Services (\$476,098)
- Exhibits (\$86,492)

FY19 BY THE NUMBERS

107,496 Total Visitors
with Individuals from **49**
States and at Least **23**
Other Countries



12,645 Visitors
Admitted for Free



83 Total Theatre
Performances with **45**
Actors



3,030 Total Member
Families with a Total of
32,578 Visits



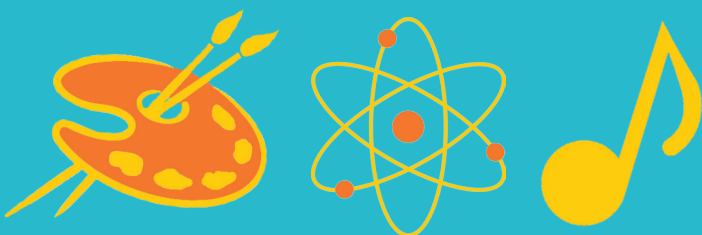
29 Children Participated in U.S.
Citizenship Ceremonies at the
Museum & Theatre



101 Museum & Theatre Program
Volunteers, Volunteering a Total of
2,196 Hours



2,365 Attendees of Our Offsite
Outreach Events



6 High School
Aged Educators
Funded Through
Morton-Kelly
Charitable Trust



IMAGINE CAMPAIGN

Coming soon to Thompson's Point in Portland, the brand new Children's Museum & Theatre of Maine will be a world-class regional educational resource dedicated to serving all of our state. Nearly double the size of our current building in downtown Portland, the 30,000 square foot facility will feature innovative and interactive exhibits appealing to a wider age range, a family-friendly auditorium to house our children's theatre program, outdoor exhibit areas, community green space, expanded parking and enhanced access for visitors of all abilities.



Visitors will experiment with physics and motion in two large tanks featuring interactive water sculptures. Both tanks are fully accessible to visitors of all abilities.



"Smallport" honors Maine community and industry, encouraging role play with child-sized recreations of a working waterfront, air and train travel and public safety.

The future Museum & Theatre will drastically enhance our ability to provide underserved children and families with opportunities for inspired learning particularly in the areas of early childhood, the arts, science and environmental stewardship, and diversity and inclusion.

Once started, construction is expected to take 12-18 months. During that time, our current home at 142 Free Street will remain open and vibrant. We hope to move into the new facility near the end of 2020 or in early 2021.

A capital campaign to fund this once-in-a-generation project is underway and campaign leadership, including Board and staff members, are currently establishing a foundation of support with the help of our largest donors and corporate partners. We have been amazed by the overwhelmingly positive response! Our new Executive Director, Julie Butcher Pezzino, has taken over leadership of all aspects of the project, and is working closely with the Board and fundraising team toward commencement of the construction phase of the project. Very soon we will extend an invitation to join this landmark project to our wider community of friends and supporters.

If you would like to join other early leadership investors in this exciting project, contact Rose Splint, Capital Campaign Director, via email at rose@kitetails.org or call (207) 828-1234 x221.

THANK YOU, IMAGINE CAMPAIGN DONORS

With deep gratitude, the Children's Museum & Theatre of Maine recognizes the extraordinary leadership of the following Imagine Campaign Investors whose gifts were received before publication:

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As a nonprofit organization, the Children's Museum & Theatre of Maine relies in part on donations from generous donors. Thank you to every individual, business, and foundation who has helped to make our work possible.

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Contact Information

142 Free Street, Portland, ME 04101

Phone: 207-828-1234

E-Mail: info@kitetails.org

Website: kitetails.org