IMPACT REPORT
2017
5,623 people grabbed their sleeping bags to come snore and explore on after-hours sleepover adventures!

2,500 people were welcomed to the Museum at no cost when a natural disaster hit our state. We offered the Museum as a place for those displaced to come take their minds off the uncertainty that awaited them back home.

Captured imaginations and sparked curiosity and discovery on 2,539 school field trips.

The much-anticipated solar eclipse brought roughly 5,000 people to the Museum’s Plaza to gaze up into the sky at this awe-inspiring astronomical moment.

Kept the mission going after 5pm with 162 after-hours events.

Sharpened over 1,000 minds during school breaks in our ever-popular Discovery Camps!

Hosted 607 birthday parties with Superhero Scientists and Hotshot Astronaut themed celebrations!

The Perot Museum was 1 of 6 hosts selected to hold a National Conversation on Educational Access and Equity. Held in celebration of the 225th anniversary of the Bill of Rights, these conversations were presented by the National Archives and Records Administration as part of its Amending America initiative.

Welcomed over 21,000 active-duty members and veterans of the United States military, law enforcement officers, firefighters, paramedics/EMTs, and their families at either a free or discounted rate.

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SNAPSHOT SINCE DECEMBER 2012 OPENING

Total on-site visitors since opening: 5,390,000
(AS OF 09/30/2017)

Financial aid awarded since opening: $2,605,065
(AS OF 09/30/2017)
Inspiring minds. For five years, these words have represented more than the simple tenets of our mission; they have guided our strategy and our everyday decisions – from curating content, to designing exhibits, to how we engage our community. They have motivated us to be innovative in an increasingly diverse and globalized world. They have emboldened us to lead with integrity and strengthened our resolve to be a lasting resource for many generations to come. And thanks to the generosity, trust, and imagination of our supporters, our collective impact in five short years is humbling:

- 5.5 million guests welcomed from across North Texas and around the world
- 1.2 million students engaged through field trips and educational programs
- Over $2.6 million awarded in school financial aid
- 250,000 hours of service provided by our dedicated team of volunteers
- 90,000 North Texans reached through community outreach programs

While we are proud of the strong foundation we have established in the region, we are eager to continue to build upon it. As we look forward, we will continue to focus our energy and resources on areas of expertise where we can emerge as global leaders. We aim to establish ourselves as the “portal to the extraordinary” for children and learners of all ages. We will be a pillar for our community through the experiences we provide and our influence on the scientific literacy, culture, and economic growth of the region. We continue to envision the Perot Museum as a major player in the long-term growth of the North Texas region and a role model for science museums, both nationally and around the world. We aspire to be an institution that other museums emulate for how we engage our audience, innovate informal education, and inspire future leaders. We will continue to curate a thriving world-class Museum that makes Texas and the global scientific community proud.

It is our aspiration and belief that the children walking through our doors today will be the problem-solvers and game-changers who will, among others, find a cure for cancer, take us to Mars, and discover new forms of energy. Thank you for helping us inspire the visionaries and leaders of tomorrow.

DR. LINDA SILVER
Eugene McDermott Chief Executive Officer

HERNAN J.F. SAENZ III
Chair, Board of Directors
Linda Silver, Ed.D., joined the Perot Museum of Nature and Science in July 2017 as the Eugene McDermott Chief Executive Officer. Dr. Silver is a passionate and experienced science educator with an unparalleled track record of delivering cutting-edge science education, civic and community engagement, and operational excellence.

Dr. Silver most recently worked for the government of Abu Dhabi in the United Arab Emirates where she served as associate director of the Technology Development Committee. While in this position, she oversaw the creation and growth of informal science education initiatives aimed at building a sustainable and diversified knowledge economy for integration into the global ecosystem. Dr. Silver also spent eight years as the president and CEO of Great Lakes Science Center in Cleveland, Ohio — thus, from a management and leadership perspective, she was seamlessly able to dive into her CEO responsibilities at the Perot Museum.

Dr. Silver’s background is impressive in its own right, but it is particularly relevant at this stage in the Museum’s evolution as we work to strengthen our presence as a community asset. Through the strategic leadership of Dr. Silver and the senior staff, we are launching an ambitious strategic plan that will ensure Museum access for everyone, deepen our impact in the region, support our continued growth and excellence, and position the Museum as a global leader.

From a philosophical viewpoint, Dr. Silver is perfectly aligned with these strategic priorities, starting with an unyielding commitment to make our world and all of its wonders attainable and understandable to everyone. Dr. Silver is uniquely qualified to cultivate all the momentum and success the Museum has achieved to date and to continue to build upon it. Her unique qualifications are evident, and we welcome Dr. Silver with great anticipation for the Museum’s future.
INCREASING ACCESS

We are enthusiastic about connecting with our community through science and nature experiences, both at the Museum and off-site. Innovative programs and unique experiences have allowed us to meet people where they are and bring science to them in unconventional ways. Support from financial contributors and partners, paired with our ability to offer once-in-a-lifetime experiences geared toward sparking an interest in STEM subjects, allow us to expand our reach to people who might not otherwise have access.

FINANCIAL AID

The Perot Museum is a much-needed complement to school systems throughout the state and region. It introduces the next generation of innovators to a world of ideas in science, technology, engineering, and math through interactive exhibits, multimedia presentations, and hands-on experiential learning. Through our financial aid program, we are able to ensure that the ability to pay is never a barrier for schools to experience the Museum through a field trip or an outreach program. Over the 2016-2017 school year, the Museum distributed $500,000 in financial aid, which provided over 125,000 student experiences.

Additionally, of these experiences, nearly 8,000 also had an on-site classroom program, and another 34,750 had a classroom program at their school through outreach. Taught by expert Museum staff instructors, these programs emphasize topics that strengthen math and science performance. Ninety-eight percent of school group leaders that responded to a survey reported that their Museum field trip helped increase their students’ science knowledge.

A growing number of schools are not able to travel to the Perot Museum due to costs and logistical issues. In response, the Museum deploys a fleet of educators who bring the field trip and Learning Lab experiences to school campuses. During the 2016-2017 school year, 42 percent of all students were served through outreach programming compared to 34 percent in 2015-2016 and 26 percent in 2014-2015. Given that the popularity of our school program has continued to grow steadily each year, this trend shows the Museum’s ability to adapt to the changing needs of our community while still providing high-quality, engaging experiences for students.

The Perot Museum believes that these types of experiences are important for every student, regardless of their school’s financial resources, and is committed to providing financial aid to schools that would not otherwise be able to afford Museum programs. It is through the generous support of the philanthropic community that the financial aid program opens experiences to schools across North Texas.

“Thank you so much for helping with the planning, funding, and booking for our science classes! It’s awesome that ALL of our 2,200 students at W.T. White High School were able to experience a Perot Museum program or the Museum itself this year, thanks to the funding you all give! My teachers and our students truly appreciated the wonderful memories created by the education staff and the Museum! Thank you so much!”

Science Instructional Coach
The incredible years.

over 125,000 partnership with participants over programming for the past three to Dell has allowed free access TECH Truck INCREASING ACCESS

To better understand the program’s impact on the community, the Museum’s director The Truck experience. The teacher explained that the boy “didn’t speak” when he started.

TECH TRUCK

The TECH Trucks are mobile discovery labs that provide opportunities for participants to Tinker, Engineer, Create, and Hack right in their own neighborhoods. The program engages children and adults at after-school programs, community centers, libraries, and other public spaces in hands-on, maker-based STEAM experiences. With an end goal of fostering creativity and confidence in participants, the activities are highly collaborative and vary in focus across skill sets and knowledge areas.

To better understand the program’s impact on the community, the Museum’s director of evaluation created case studies of TECH Truck engagements. For example, a recent program was held at The Stewpot as part of the Saturday Kids’ Club, which provides at-risk first- through fifth-graders a safe space for enrichment activities. One teacher shared that a fifth-grade boy was very positively affected by the TECH Truck experience. The teacher explained that the boy “didn’t speak” when he started attending the Saturday Kids’ Club. But during a TECH Truck visit, the teacher noted that his “eyes lit up for the first time” as he enthusiastically engaged in the activity. He then went on to the other TECH Truck activities, whispering, for the first time: “fun.” The boy has since become more verbal, though he often still talks “very softly” or “whispers.” Nonetheless, the TECH Truck was the catalyst for this transition. The teachers report that they have also seen an increase in his confidence.

COMMUNITY PARTNERS PROGRAM

In 2017, the Museum completed its third summer of the Community Partners program, which provides $1 general admission to those enrolled in state or federally funded supplemental programs, who could not otherwise afford a ticket to the Museum. Welcoming more than 12,000 participants, this was our strongest summer yet. This year’s program was enhanced by a new media partnership with Telemundo, as well as an expanded ticket offer that allowed participants to experience the Maya traveling exhibition for an additional $1. More than 70 percent of Community Partners participants opted to add the Maya ticket, which contributed to the exhibition’s very strong attendance during the summer.

This program has been a critical strategy for the Museum to reach traditionally underserved communities. Looking at summertime general admission visitors, the median household income is $92,800, with only 10 percent coming from low-income households. In comparison, the median household income for Community Partners participants is $23,500, with 96 percent classified as “very low” and “extremely low” income households. Additionally, 86 percent of participants represent people of color, compared to only 36 percent of general admission visitors. Clearly, this program is serving an audience that the Museum was not previously reaching.

The Museum recognizes that the city of Dallas is divided by many types of barriers. As we work to expand this program through new partnerships and financial contributors, we will be able to provide access to families from all communities and help them to understand that they are an essential part of the city and its future.

“I just wanted to take a minute to tell you about our visit today. Long story short, this was our “family vacation” this year. My husband lost his job in January and money has been tight this year. I was looking on your website this morning for discounts and realized you offered a Community Partners program. You have no idea what a huge blessing this was to our family. I can’t thank you enough for offering this program. We had such a wonderful experience and it will definitely be one of our cool family memories. Being in our current financial situation, we’ve had to swallow a lot of our pride. Today being no exception. I am so glad we were able to give our kids a normal experience today.”

The Frederick Family
During the summer of 2017, Maya: Hidden Worlds Revealed allowed guests to explore the social, natural, and spiritual realms of the Maya — past and present — known for their monumental architecture, distinctive art, and intricate knowledge of astronomy and time. Furthermore, the entire exhibition, including digital interactives, was presented in both English and Spanish. With 152,000 total visitors (nearly 160 percent of projection), this exhibition clearly resonated very strongly with the Dallas community. Given the cultural connections, the Museum was able to leverage the exhibition to strengthen engagement with the city’s Hispanic/Latino communities and learn more about their Museum experiences, with a particular focus on bilingual exhibit presentation. Because of the exhibition, our director of evaluation developed and launched a qualitative assessment using anthropologically informed methodologies to capture the bilingual needs, preferences, and expectations of visitors and staff, volunteers, interns, and organizational and community stakeholders from all linguistic groups. Leveraging initial findings from this study, the Museum applied for and received a grant from the Institute of Museum and Library Services for a Museums Empowered initiative to develop staff capacity needed to transition the Museum into a culturally competent bilingual (English/Spanish) institution. The initiative supports part of the Museum’s strategic plan to respond to changing demographics and its commitment to incorporate bilingual (English/Spanish) resources into each of its exhibit halls and programs. Current bilingual updates include the new Reaction Time exhibit in the Lamar Hunt Family Sports Hall, fossil specimens, multimedia displays and interactives in the The Rees-Jones Foundation Dynamic Earth Hall, and the entire Being Human Hall (reopening May 2018).

The information we continue to gather from the Hispanic/Latino community on the need for bilingual content is helping to shape the ongoing changes we are making across the institution. As we continue to integrate a bilingual component into our halls, programming, and outreach, we will fill a cultural void and strengthen community engagement as well as address the accessibility and inclusivity of museum experiences for a key demographic group within our community.
With the end goal of increasing their students’ interest and engagement with science, technology, engineering, and math (STEM) subjects, this yearlong program provides thought-provoking hands-on experiences that foster collaboration and enhance teaching. The STEM Teacher Institute cultivates collaboration among pre-K through 12th grade teachers while providing targeted professional learning experiences. Professional development at the Museum is forward-thinking. We challenge traditional adult learning strategies and continuously strive to provide teachers with a dynamic and purposeful learning experience. Through the educators enrolled in the Institute, the Museum will increase our reach of students across North Texas and have an impact on their interest and engagement in STEM subjects.

**FIRST LEGO® LEAGUE**

For the ninth straight year, the Museum proudly served as the North Texas affiliate of FIRST LEGO® League, an engineering competition that challenges students to use their creativity and technical knowledge to create robots designed to solve real-life problems. This year’s “Animal Allies” themed tournament tasked teams with creating a LEGO robot programmed to help solve issues with human and animal interactions.

The North Texas events have grown from 25 teams participating in the 2007-2008 season to 415 teams for the 2016-2017 season. This engineering competition continues to foster interest and participation in science and technology as well as helping mold students into leaders in these areas.

“FIRST gave me the skills and confidence to help change lives in my community. As a result, I was inspired to create a tech camp to help close the gender gap in engineering and introduce more girls to computer science.”

Christina Li, FIRST Alumna, FIRST Robotics Competition Team 217, The Thunder Chickens, of Sterling Heights, Michigan

**KOSMOS ENERGY STEM TEACHER INSTITUTE**

2017 marked the third year of the Institute, serving 160 educators from 32 different school districts across Dallas-Fort Worth.
IN THE FIELD WITH DR. ANTHONY FIORILLO

The continued field work in Aniakchak National Monument has helped Dr. Anthony (Tony) Fiorillo, chief curator and vice president of research and collections, further develop our understanding of hadrosaurs and show that these duck-billed dinosaurs didn’t just survive, but rather thrived in Alaska. Through comparing the growth patterns of hadrosaurs in central Asia to those in Alaska, we are able to show these dinosaurs didn’t migrate; they adapted.

During a walk near a reservoir in Hokkaido, Japan, amateur collectors made the discovery of their lives – the first and oldest fossil bird ever identified in their country. This bird would have lived during the time when dinosaurs roamed the land. Dr. Fiorillo coauthored a paper on the discovery alongside four Japanese researchers.

NATIONAL GEOGRAPHIC LIVE SPEAKER SERIES

Throughout the year, Dr. Fiorillo and Dr. Ron Tykoski, director of the paleontology lab, authored or coauthored five research papers, demonstrating the Museum’s impact on the advancement of the paleontological field. Additionally, the team was present at the annual Society of Vertebrate Paleontology conference to present a lecture on Dr. Fiorillo’s work in Aniakchak National Monument over the past two summers.

From the field to the stage, the Museum continually brings scientific research and discovery from across the globe to those hungry for knowledge right here in North Texas. Through these researchers and explorers, we gain a better understanding of not only our world, but our place in it. All of these explorers have captured moments in time to share their adventures and expeditions in ways that inspire the explorer in all of us.
FINANCIALS

STATEMENT OF FINANCIAL POSITION

ASSETS
Cash and Cash Equivalents ........................................ $23,661,735
Investments ................................................................. $26,399,988
Accounts Receivable ..................................................... $484,298
Contributions Receivable, Net ......................................... $6,478,844
Prepaid Expenses .......................................................... $1,551,917
Property and Equipment, Net ......................................... $133,285,057

TOTAL ASSETS .......................................................... $191,601,839

LIABILITIES AND NET ASSETS
Accounts Payable and Accrued Expenses ......................... $3,073,311
Unearned Revenues ....................................................... $811,203
Total Liabilities ............................................................ $3,884,514

NET ASSETS
Unrestricted ................................................................. $140,990,156
Unrestricted, Board Designated ....................................... $23,867,231
Temporarily Restricted ................................................... $15,359,938
Permanently Restricted .................................................. $7,500,000
Total Net Assets .......................................................... $187,717,325

TOTAL LIABILITIES AND NET ASSETS ................................ $191,601,839

ENDOWMENT ............................................................. $23,426,880
(included in above totals)

STATEMENT OF ACTIVITIES

EARNED REVENUES
Admission Fees ....................................................... $8,469,534 35%
Membership .............................................................. $840,665 3%
Education Program Fees .............................................. $1,530,999 6%
Ancillary ..................................................................... $3,202,896 13%

Total Earned Revenues .............................................. $14,044,094

CONTRIBUTED REVENUES
Gifts and Grants ......................................................... $4,730,360 19%
City of Dallas .............................................................. $870,778 4%
In-Kind ...................................................................... $902,496 4%
Special Events ........................................................... $1,112,864 5%

Total Contributed Revenues ......................................... $7,616,498

Investment Income/(Loss) ............................................. $2,707,066 11%

Total Revenues & Support ........................................... $24,367,658

EXPENSES
Programs ................................................................. $8,773,169
Operating ................................................................. $4,038,643
Marketing ................................................................ $2,335,419
Facilities ................................................................. $4,747,843
Technology ............................................................. $1,786,572

Total Expenses ......................................................... $21,681,646

Change in Net Assets ................................................ $2,686,012
Depreciation/Amortization ........................................ ($7,923,265)
Net Assets at Beginning of Year ................................. $192,954,580
Net Assets at End of Year ........................................... $187,717,327
THANK YOU TO OUR DONORS

Thank you to the following generous donors for your continued support of the Perot Museum.

October 1, 2016 – September 30, 2017

$100,000 AND MORE

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  City of Dallas, Office of Cultural Affairs
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THANK YOU TO OUR DONORS
There are still trillions of stars to identify. Millions of diseases to cure. Countless dinosaurs to uncover. Who will seek out these unknowns? The Perot Museum actively works to inspire this next generation of game-changers, and we couldn’t do it without your help. Your gift could help the Perot Museum acquire a new specimen, underwrite a research expedition, help make the Museum accessible to schoolchildren, bring a real-world explorer to North Texas, and more. Thank you so much for your consideration of continued support of the Museum.

Our impact is amplified through your generosity. Through your support, we will:

- Ensure Museum access for all
- Build content in areas where we excel
- Deepen our impact in the region
- Amplify global leadership

We can ensure Museum access for all through your generosity.

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Eric Reeves

*Deceased

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There are still trillions of stars to identify. Millions of diseases to cure. Countless dinosaurs to uncover. Who will seek out these unknowns? The Perot Museum actively works to inspire this next generation of game-changers, and we couldn’t do it without your help. Your gift could help the Perot Museum acquire a new specimen, underwrite a research expedition, help make the Museum accessible to schoolchildren, bring a real-world explorer to North Texas, and more. Thank you so much for your consideration of continued support of the Museum.

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