



DISCOVERY
Children's
Museum

FY24 ANNUAL REPORT

July 1, 2023 - June 30, 2024



360 Promenade Place | Las Vegas, NV 89106 | (702) 382-3445

discoverykidslv.org | @discoverylv



Letter from the CEO



Melissa D. Kaiser

CEO

As I look back on the past year, I'm inspired by the incredible dedication of our donors, staff, and community partners. Together, we've faced and overcome many challenges, and in doing so, we've continued to ignite a love of learning in the hearts of children across Southern Nevada.

Putting together this annual report gave me the chance to revisit all the amazing things we accomplished last year, and it reminded me why our mission at DISCOVERY Children's Museum is so important. .

At the core of everything we do is our belief in the power of play, exploration, inspiration, and creating a sense of belonging for every child who walks through our doors. Our success wouldn't be possible without the support of our community. From generous grants and sponsorships to the individual donors who believe in our vision, we are so grateful to everyone who helps us create a space that's welcoming, vibrant, and full of opportunities for learning.

I invite you to take a look through this report to see all the wonderful things we achieved together.

As we look ahead to the coming year, let's celebrate our shared successes and keep pushing forward with our mission to inspire the next generation of curious minds.

Thank you for your ongoing support and for being a part of the DISCOVERY family. Together, we're lighting the way to a future full of discovery and endless learning.



Company Overview

DISCOVERY Children's Museum is a non-profit organization that offers a one-of-a-kind experience for families in southern Nevada and tourists from all over the world. At DISCOVERY, we prioritize children's needs for play, exploration, inspiration, belonging, and unique learning experiences. We have been doing so for over 33 years now. As a premier educational partner in the community, we will champion collaboration that inspires every child to become an innovative thinker through the joy and wonder of hands-on DISCOVERY.



Vision

As a premier educational partner in the community, we will champion collaboration that inspires every child to become an innovative thinker through the joy and wonder of hands-on DISCOVERY.

Mission

To foster a welcoming, vibrant, and inclusive environment where all are invited to engage in playful and educational experiences that ignite a lifelong love of learning.

Board of Trustees FY24

Chair: Boyd Nelson – Cordia Energy

Vice Chair: Rebecca Miltenberger – Brownstein Hyatt Farber Schreck

Treasurer: Justin Hartmann – Northern Trust

Secretary: Stacie Truesdell Michaels – Fontainebleu

MEMBERS AT LARGE

Shameeda Abdul-Mumin – Scholastic Book Fairs

Taryn Bragg, M.D. – Intermountain Health

Kami Dempsey-Goudie – Accretive Consulting

Jhone Ebert – Nevada Department of Education

Allon Englman – Aristocrat Gaming

Megan Farnsworth – Wells Fargo

David Gravatt – Epic Creative Solutions

Jason Gregorec – Caesars Entertainment

Kevin Holyfield – MGM Resorts International

Todd Lefkowitz – P3 Healthcare Partners

Ashley Levin – Community Leader

Jeffrey Miracle – Bank of Nevada

Troy Moser – MOSER Architecture Studio

Ronn Nicolli, Jr. – Resorts World Las Vegas

Joyce Schneider – Retired Educator

Suken Shah – Envision Marketing

Dave Thornhill – Mobilitas Insurance

Amy Timperley – Southwest Gas

Jennifer Weissman – Penn Entertainment



Ex-Officio

Melissa D. Kaiser, CEO

Professional Advisors/Consultants

Legal Counsel, Brownstein Hyatt Farber Schreck



Financial Highlights

FY2024 was a landmark year for the DISCOVERY Children's Museum, marked by financial growth and a steadfast dedication to our mission of inspiring learning through play. Thanks to the unwavering support of our community, partners, and donors, we achieved a strong financial position, enabling us to expand programming, enhance exhibits, and reach more families than ever before. The following financial highlights showcase the Museum's success in driving impactful revenue streams while maintaining sustainable growth.

Revenue



\$8.8
million

Expenses



\$6.5
million

Profit



\$2.9
million



FY2024 Revenue

In-Kind Donations	\$17,115
Program Revenue	\$143,984
Investment Income	\$257,593
Membership Dues	\$472,784
Ancillary Revenue	\$510,939
Other Income	\$600,786
Signature Events	\$677,660
Admissions	\$1,989,047
Contributions	\$4,165,316
	\$8,835,224



EXPENSES

Fundraising	\$768,113
Management/General	\$1,104,808
Program Services	\$4,626,699
	\$6,499,620

REVENUES

Net realized and unrealized	\$637,595
Gain (Loss) on Investment	
Net Income	\$2,973,199



Visitor Services

Total Visitors:	250,766
Total Museums For All Visitors:	55,817
Total Military Visitors:	11,668
Total Library Family Adventure Pass Visitors:	8,614
Total Field Trips:	204
Total Chaperones:	3,438
Total Students:	11,331
Total Field Trip Visitors:	14,769
Total Title I Field Trips:	66
Total Title I Chaperones:	1,234
Total Title I Students:	4,587
Total Title I Field Trip Visitors:	5,821
Total Non-Title I Field Trips:	138
Total Non-Title I Chaperones:	2,204
Total Non-Title I Students:	6,744
Total Non-Title I Field Trip Visitors:	8,948



Memberships

A membership to DISCOVERY Children's Museum is so much more than 12 months of free admission. It is access to exclusive members-only events and discounts on everything from workshops and summer camps to the DISCOVERY Store – and even admission discounts to children's museums across the country.

HIGHLIGHTS DURING FISCAL YEAR 2024

August 20, 2023, LEGO Competition

The 3rd Annual LEGO Competition was held on August 20, 2023. The Museum hosted 20 participants who were selected at random. There were two different age ranges of 6-8 and 9-11. Prizes were awarded to first, second, and third place winners.

November 29, 2023, Member Preview Night: Energy/Energía

Museum members were invited to preview the Museum's newest exhibit before the public. The first 100 members were gifted a gallery branded lanyard with light up medallion.

December 31, 2023, Noon Years Eve

We held our Noon Years Eve event on December 31, 2023. This event was open to both members and general admission for exclusive free play, themed crafts, dance party, and countdown to noon with balloon drop. The Museum offered attendees light snacks and bottled water.

February 3, 2024, Touchdown Tailgate

The Museum held its first daylong member-only event on Saturday, February 3, 2024. Free football themed crafts, lawn games and story time were available for members in DISCOVERY Hall. Members also had the opportunity to purchase a face painting add on and special retail merchandise from the snack bar.

May - September 2024, Summer Family Fun Pass

Museum visitors were given the option of purchasing a discounted membership that was valid May 21 – September 2, 2024. Families had the option to upgrade their membership to a yearlong membership by paying the difference.

June 15, 2024, Ice Cream Social

Our annual Ice Cream Social event was held on June 15, 2024. With Walmart and Blue Bell as our sponsors, we were able to provide our members with complimentary ice cream. The Museum hosted a slime workshop and free ice cream themed crafts.



Signature Fundraising Events

Each year, DISCOVERY Children's Museum hosts three signature fundraising events which allow us to share the magic of the Museum with supporters throughout the Southern Nevada community.

Magic of DISCOVERY: Galactic Gala

The 2023 Magic of DISCOVERY: Galactic Gala on October 21st at Zouk Nightclub, presented by the Brenden Mann Foundation, Bravo Tickets, and Eight Lounge, was a stellar success. Guests enjoyed cosmic décor, a strolling dinner, and intergalactic entertainment. The auctions offered celestial items and unique experiences. DISCOVERY honored the late Dr. Joe and Joan Lapan with the 2023 Great Friend to Kids Award. Their legacy continues through the "DISCOVERY On Wheels: House Calls" program, now expanding to middle school students in 2024-2025 school year. With nearly 300 guests, the event raised a record-breaking \$452,000, supporting the Museum's programs, exhibit maintenance, and outreach initiatives.

Royal Tea: Under the Sea

On April 21, 2024, DISCOVERY hosted Royal Tea: Under the Sea at Durango Resort & Casino. The "Under the Sea" theme featured sophisticated décor, entertainment, and games. Highlights included a silent auction and over 50 raffle baskets. This kid-friendly event featured games, crafts, and marine-themed décor, emphasizing ocean conservation. With over 600 attendees, the event raised more than \$226,000, supporting the Museum's learning experiences and community outreach.

10th Annual Golf Classic

The 10th Annual Golf Classic, presented by Interblock Luxury Gaming Products, took place on May 6, 2024, at Reflection Bay Golf Club. Over 140 golfers enjoyed the course and contests with the Southern Nevada Junior Golf Association. The event raised over \$69,000, supporting the Museum's exhibits and educational programs, ensuring continued inspiration and education for children and families.



Signature Fundraising Events

Magic of DISCOVERY: Galactic Gala | October 21, 2023



Signature Fundraising Events

Royal Tea: Under the Sea | April 21, 2024



Signature Fundraising Events

10th Annual Golf Classic | May 6, 2024



Donor List

Dreamers- \$100,000+

City of Las Vegas
 Institute of Museum and Library Services
 Olympia Companies Charitable Foundation
 San Manuel Gaming & Hospitality Authority

Innovators- \$50,000+

Gene Haas Foundation
 Las Vegas Honda Dealerships
 Nevada Department of Education
 Playstudios, Inc.
 United Way of Southern Nevada

Creators- \$25,000+

Canarelli Family Foundation
 Google Data Center- Henderson
 Intermountain Health
 Nevada National Security Sites
 PNC Bank
 Robert S. & Dorothy J. Keyser Foundation
 Smile Squad Kids Dentistry & Braces
 Subaru of Las Vegas
 The Las Vegas Raiders
 The Tony and Renee Marlon Charitable Foundation
 Wells Fargo Foundation

Builders- \$10,000+

Andrew Family Foundation
 Aristocrat Technologies, Inc.
 Bravo Tickets LLC
 Brenden Mann Foundation
 Caesars Entertainment
 Clark County Department of Aviation
 Clark County Regional Flood Control District
 Cox Charities
 CSAA Insurance Services, Inc.
 Eight Cigar Lounge
 Elaine P. Wynn Foundation
 Fontainebleau Resorts
 Green Valley Grocery
 Interblock Gaming
 Joe Lapan
 Cochener Family Fund

Builders - \$10,000+ continued

Meow Wolf Las Vegas
 MGM Resorts International
 MOSER Architecture Studio LLC
 National Endowment for the Arts
 Northern Trust Bank
 Pamela & Pierre Omidyar
 Southwest Gas Corporation
 Stanley W. Ekstrom Foundation
 The Bretzlaff Foundation, Inc.
 Troy and Jill Moser
 US Bank Foundation
 Wynn Resorts

Thinkers- \$5,000+

Associated Insurance & Risk Management Advisors
 Adrienne Burke
 Bank of America
 Bank of Nevada
 Brownstein Hyatt Farber Schreck, LLP
 Catherine & Todd Lefkowitz
 CORDIA
 Coreprime
 Courtney & Danny Wadhams
 Diane & Archie Rufty
 Dr. David & Jackie Lapan
 Dena duBoef
 Denise Cashman
 Drai's Management Group
 Emily & Boyd Nelson
 Enterprise Bank & Trust
 EY
 Golden Entertainment
 Hello Soju, LLC
 Jean & Brian Fink
 Jennifer Weissman & Joseph Woodward
 Jill & Frank Fertitta
 Judy & Ed Cebulko
 Kaptyn
 Kelley Nemiro & family
 Klai Juba Wald Architects

Thinkers- \$5,000+ continued

Las Vegas Sands Corporation
 Laurel Andrew & Victor Onufrieff
 Morgan Stanley
 Nevada Arts Council
 Nevada Humanities, Inc.
 Nevada State Treasurer's Office
 OneCare Hospice
 Paul Powell Law Firm
 Penn Entertainment Foundation
 PricewaterhouseCoopers LLP
 Raj Kumar
 Speedway Children's Charities
 Station Casinos LLC.
 The Harris Foundation
 The Howard Hughes Corporation
 The Lauren Elizabeth Foundation
 The Tuttleman Foundation
 Top Rank, Inc.
 Verizon Foundation
 Vegas Golden Knights

Collaborators- \$2,500+

Amy Timperley
 Ashley Levin
 Belinda & Allon Englman
 Candace & Blake Sartini
 Carrie Carter Cooper & Phil Cooper
 Chris & Michelle Stuhmer
 Cisco
 Dina Romaya-Ladah
 Dr. Taryn Bragg
 Gaudin Motor Company
 Hillary Frei
 IBM Consulting
 Ida & John Hester
 Jaime Rexing
 Jeffrey Miracle
 Joyce and Steve Schneider

Collaborators - \$2,500 continued

Kevin & Jamie Holyfield
 La Bonita Supermarkets
 Luxury Estates International
 Mayor Carolyn & Oscar Goodman
 Megan & Brian Farnsworth
 Molly & Steve Hill
 Morgan & Suken Shah
 Nicole Becker
 POGO Pass
 Powergen Components
 Rebecca & Christopher Miltenberger
 Resorts World Las Vegas
 The Cosmopolitan of Las Vegas
 Tory Burch-Las Vegas Forum Shops
 Troy Pinkelman
 Vegas Thrill Volleyball

Explorers- \$1,000+

Allison Ambrose
 Ashley Brown
 Angela & Howard Doherty
 Angela & Jason Gregorec
 Black & Wadhams
 Boyd Gaming Corporation
 Brandon Chambers
 Campbell & Williams
 CBRE: Commercial Real Estate Services
 Chelsea Lankowsky
 Danielle Caswell
 Dave & Heidi Thornhill
 David Gravatt
 Dee & Don Snyder
 Erin Farrar
 Findlay Automotive Group
 Galindo Group
 Gloria & Dave Howryla
 Jaime Dapper

Donor List

Explorers \$1,000 + continued

Jaime Irving
Jayne Ritchie
Jennifer Lapan
Jhone Ebert
Justin Hartmann
Kami Dempsey-Goudie
Karoo Design Visualization
Kathy Black & family
Kellen Roberts
Korte Company
Leon Yang & Yang Family Foundation
Linda & Tony Bonnici
Lindsey Lanni & family
Marisa Findlay
Martin Harris Construction
Patricia Rodriguez
Penta Cares Foundation
Priscilla Gaughan
RaeAnn Peterson
Randy's Donuts
Robert Glaser
Ronn Nicolli
Samantha Fair
Schwartz Law Firm
Sarah Ball
Shameeda Abdul-Mumin
Sierra Structural
SISU Healthcare Solutions
Smile On Dentistry
Southern Hills Hospital & Medical Center
Stacie Truesdell Michaels
The Meadows School
Victoria Crowe
Walmart #2884 Supercenter
Walmart #5269 Neighborhood Market
Walmart #6257



Learning Experiences

COMMUNITY COLLABORATIONS

VEX IQ Robotics Competition | January 6, 2024

DISCOVERY Children's Museum collaborated with the Robotics Education & Competition Foundation as an event partner to host a 2023-2024 VEX IQ Robotics Competition at the Museum. We welcomed 26 elementary school and middle school teams to compete in robotics skills challenges and competition matches, with DISCOVERY team members and volunteers from the community serving as referees and judges.

Sponsored by the Gene Haas Foundation | Total Attendance: 200 visitors

The Carp Who Would Not Quit Cultural Collaboration | October 10 – 13, 2023

Students enjoyed a dual field trip experience in partnership with the Smith Center for the Performing Arts. After enjoying the re-telling's of traditional of traditional fables from Japan and Okinawa at The Smith Center, students visited DISCOVERY Children's Museum for a curriculum based engaging experience highlighting content in science, music, and art! Students discovered how carps became koi, learned about the art of Taiko drumming with guest presenters Korabo Taiko, designed a sea serpent mask, and created their own colorful carp decoration.

Sponsored by Nevada Arts Council and the National Endowment for the Arts, and Windsong Trust | Total Attendance: 710 students and chaperones

The Boy Who Cried Wolf Cultural Collaboration | April 16 – 19, 2024

Students enjoyed a dual field trip experience in partnership with the Smith Center for the Performing Arts. After enjoying a beautiful wintery tale about a boy who find a place for himself (and imagination) in his warm woolly community at The Smith Center, students visited DISCOVERY Children's Museum for a curriculum-based engaging experience highlighting content in science, engineering, and art! Students discovered the anatomy of a wolf, engineered a cunning wolf trap, designed a frightful wolf puppet, and learned how to identify wolf tracks and more in our wolf pack "training course."

Sponsored by Nevada Arts Council and the National Endowment for the Arts, Windsong Trust, Meow Wolf Foundation and Speedway Children's Charities. Total Attendance: 570 students and chaperones

NEW QUARTERLY PROGRAMS

Dinosaur Digs | July 1 – September 30, 2023

Visitors joined us daily in Toddler Town to dig deep and enjoy hands-on explorations of fossils during this engaging introduction to the world of dinosaurs and ancient life.

Total Attendance: 1,200 visitors

The Truth About Teeth | September 30 – December 29, 2023

Visitors joined us daily in Eco City to discuss why teeth are important and to explore dental hygiene practices.

Total Attendance: 600 visitors

Discovering Solar Power | December 30, 2023 – March 29, 2024

Visitors joined us daily in the Energy/Energía gallery to discover how sunlight is harvested to create power for our communities.

Total Attendance: 600 visitors

Discovering Wind Power | March 31 – June 28, 2024

Visitors joined us daily in the Energy/Energía gallery to discover how wind speed, air density and blade radius are used by turbines to create useful energy for our communities.

Total Attendance: 600 visitors

Mini Medics | March 30 – June 28, 2024

Visitors joined us daily in Eco City to learn who a doctor is, what tools they may use, and what system that tool observes.

Total Attendance: 600 visitors

ONGOING PROGRAMS

Intergenerational Interludes | July 2023 – June 2024

DISCOVERY Children's Museum and a licensed music therapist provided an Intergenerational Interludes music program for participants ages birth through five and their caretakers. Interactive weekly sessions offered music, dance, movement, and play led by a Cleveland Clinic music therapist and accompanying memory patients. The enriching musical sessions enhanced language and memory skills for participants through a playful and engaging atmosphere.

Sponsored by PNC Foundation

Toddler Tales | January 18, 2024 – June 29, 2024

DISCOVERY Children's Museum welcomed little learners ages birth through five years and their caretakers to join us for an interactive read aloud, music and movement, and engaging early literacy activities led by community artists and authors. First-time participants received a complementary book to cultivate a love for literacy and learning, and caretakers received educational resources designed to empower them as their child's first teacher.

Sponsored by the Nevada Department of Education

Learning Experiences

NEW EXHIBIT

Energy/Energía Exhibit | Wednesday, November 29, 2023

DISCOVERY welcomed a new exhibit, Energy/Energía, on Wednesday, November 29, 2023. The exhibit introduces foundational energy concepts, inspiring children and their families to solve BIG problems and become the next generation of innovators. Inside of the new space visitors are invited to deepen their understanding of energy through hands-on explorations while working together to power a city, share ideas about the future of energy, and explore career paths in the industry. Visitors can practice the engineering process while building circuits, designing solar-powered devices, and testing the performance of simulated electric vehicles on a racetrack. This exhibit is sponsored by Tesla, NV Energy and Southwest Gas.



SPECIAL EVENTS

Superhero Day | Saturday, July 22, 2023

Visitors dressed as their favorite Superhero characters in celebration of this action-packed day. Visitors explored the special forces unique to Superheroes while engaging in fun-filled activities related to Superhero costume design, scavenger hunts, superhero themed challenges and Superhero Science Theatre presentations highlighting the science behind superpowers. Visitors also enjoyed meeting and mingling with Superhero characters from the Las Vegas Avengers throughout the day.

Total Attendance: 1,726 visitors

PNC Art Day | Saturday, August 19, 2023

In celebration of Art Appreciation Month, visitors enjoyed special programming that included creating a dragon inspired by the book "That's Not My Dragon" by Fiona Watt, sculpting surrealist masterpieces, exploring textures from the natural world, practicing mixing watercolors while painting a color wheel, adding a personal touch to our community art mural and making art with spray watercolor paints. Visitors watched special performances by author Sierra Gullickson, musician Amanda Fratus, and performer Kirk Marsh that included singing and dancing, playing music, and a Circus of Bubbles.

Sponsored by PNC | Total Attendance: 1,178 visitors

Happiest Day on Earth Celebration | Saturday, August 26, 2023

Visitors enjoyed special programming that included creating jewelry, designing illuminating lanterns, an animated scavenger hunt, and visits with Disney characters from the Las Vegas Avengers Princess Squad! Visitors also enjoyed listening to classic Disney tales, decorating magical crowns and building their own lofty castles. This special celebration included spectacular magic themed science shows and enchanting photo opportunities. Visitors delighted in a special performance by author Sierra Gullickson that included singing and dancing, as well as an interactive read aloud, and a special performance of "Circus of Bubbles" by Kirk Marsh.

Total Attendance: 1,585 visitors

Learning Experiences

Grandparents' Day Celebration | Sunday, September 10, 2023

DISCOVERY welcomed families to celebrate Grandparents' Day on September 10, 2023. Visitors enjoyed playing family friendly games, creating celebratory cards, drawing family portraits, adding to our community thought board, reading stories together, contributing to a community mural and posed for photographs at our free photobooth.

Total Attendance: 747 visitors

Grito Ceremony | Saturday, September 16, 2023

DISCOVERY hosted a Mexican Independence Dance celebration in Fantasy Festival gallery on September 16, in collaboration with the Mexican Consulate. The Mexican Consulate also distributed free Spanish textbooks to visitors following the ceremony.

Total Attendance: 80 visitors

Worldwide Day of Play | Saturday, September 30, 2023

DISCOVERY hosted its first Worldwide Day of Play event on Saturday, September 30, 2023. As a day that is dedicated to experiencing the joy of learning through play, this global event focuses on getting children and their families active. Visitors enjoyed special programming that included customizing dancing ribbons, decorating musical instruments, designing playful puppets, challenging friends and family in a variety of interactive games, engineering lofty designs at our Imagination Playground, and becoming a human spirograph. Visitors also enjoyed a special slime making workshop in our DISCOVERY Lab gallery.

Total Attendance: 843 visitors

National Chemistry Week Celebration | Sunday, October 15, 2023

DISCOVERY partnered with the American Chemical Society to offer a day celebrating chemistry! Children and their families enjoyed demonstrations and activities such as building a battery, creating natural dyes, explored sublimation with dry ice, launching rockets and experimenting with chemistry phenomena. Visitors also observed dazzling demonstrations including flames, color changes, awesome actions and reactions at our Patents Pending Science Bench.

Total Attendance: 591 visitors

Flood Safety Event | Saturday, October 21, 2023

DISCOVERY Children's Museum hosted a Flood Safety Day in collaboration with the Regional Flood Control District where visitors participated in special programming including making Drainger Danger puppets, designing flood safety posters, engineering storm drain covers, learning how storm clouds release rain and observing how flash floods can be destructive.

Sponsored by the Clark County Regional Flood Control District | Total Attendance: 872 visitors

Nevada Day | Friday, October 27, 2023

In celebration of Nevada Day, visitors engaged in a special Nevada-themed celebration, including programming highlighting the state animals of Nevada, art projects inspired by Nevada's landscapes, and explorations of the precious metals that inspired the Silver State's nickname. Visitors also enjoyed making a replica state flag, designing a train fit for the Nevada Southern Railway and creating their own unique pair of damselfly wings.

Total Attendance: 922 visitors

Girl Powered STEM Event | Sunday, October 29, 2023

In celebration of International Day of the Girl, DISCOVERY welcomed grades K – 8 students and their families to engage in STEM learning experiences. Participants enjoyed a special presentation by women in STEM speakers, including Dr. Taryn Bragg, Sunrise Children's Hospital Pediatric Neurosurgeon; Patricia Rodriguez, NV Energy Director of Demand Side Management, and Dr. Nina Mirzayan, Adaven Children's Dentistry Pediatric Dentist. Visitors also participated in STEM stations featuring circuitry and engineering challenges, and introductions to coding, 3D printing and CAD. Activities included assembling and driving robots, taking the girl powered pledge, making lava lamps, mixing gooey gak and more. The University of Nevada, Las Vegas Tech Trekkers and Chemistry Club were on site to provide additional activities.

Total Attendance: 300 visitors

Scream for STEAM | Sunday, October 29, 2023

In anticipation of Halloween, visitors engaged in spooky themed science, technology, engineering, art and math activations. Children and their families enjoyed animating robotic hands, designing monstrous masks, weaving creepy cobwebs, inventing vehicles for our "crash test monsters" and engineering reimaged Franken-Toys in our DISCOVERY Lab.

Total Attendance: 551 visitors

Native American Heritage Month Event | November 4 & 5, 2023

DISCOVERY hosted its annual Native American Heritage kick-off event on November 4th and 5th. Visitors enjoyed making art inspired by geometric patterns found in Southern Paiute basketry, explored images of ancient pictographs in Nevada, and designed prickly pear cactuses, an important local resource. On Saturday, November 4, visitors joined us for an opening ceremony and land acknowledgment followed by traditional dances by members of local tribes in Southern Nevada. Visitors also enjoyed a hands-on exploration of replica Native American games and toys with representatives from the Clark County Museum. On Sunday, November 5, visitors took a closer look at Native American tools and pottery with representatives from the Lost City Museum.

Powered by the San Manuel Gaming & Hospitality Authority | Total Attendance: 1,529 visitors

Learning Experiences

Holidays Around the World | December 16 – 29, 2023

DISCOVERY hosted a “Holidays Around the World Event” in celebration of the holiday season. Visitors were invited to decorate a Bodhi tree, make a menorah, design ornaments inspired by Filipino parol lanterns, explore the winter solstice, create a kinara, build a Mari Lwyd puppet and discover kagami mochi throughout the two week long celebration. Visitors also joined local artist Vanessa Maciel for a holiday themed piñata making workshop on Saturday, December 16. Visi joined Ailene Pasco for a holiday themed parol making workshop on Wednesday, December 20.

Total Attendance: 12,979 visitors | Workshop Attendance: 100 participants

Astronomy Day | Saturday, December 9, 2023

In celebration of Astronomy Day at DISCOVERY, visitors designed art inspired by constellations, discovered how stars form, explored orbiting objects and gravity, created super nova inspired art, painted a lunar necklace, attended space-themed presentations, participated in space themed art activations, learned about satellites, and built a moon base camp. In partnership with NISE Network (National Informal STEM Education Network), earth and space toolkits were presented, offering hands-on exploration of engaging astronomy-themed content.

Total Attendance: 660 visitors

Galaxy Far Away Day | Saturday, January 20, 2024

In celebration of Galaxy Far Away Day, visitors came dressed in out-of-this-world attire and decorated their own cosmic character masks, designed rocket ships, painted a moon masterpiece, created adorable puppets, engineered stellar alien inspired spacecraft, and explored rocks and minerals that glow. Visitors also enjoyed special science programming as they learned about comets, meteor showers, and space robots. The DISCOVERY Lab offered a laser sword engineering workshop. The Saber Guild – Nar Shada hosted padawan lightsaber training and UNLV’s Society of Lightsaber Duelists (SoLD) performed lightsaber shows throughout the day. Visitors were also able to take photographs with costumed characters from the Las Vegas Star Wars Collective, SoLD, Saber Guild – Nar Shada, Neon City Garrison, and Rebel Legion Coruscant Base.

Sponsored by the Gene Haas Foundation | Total Attendance: 1,335 visitors

Presidents’ Day Celebration | Monday, February 19, 2024

In celebration of the holiday, visitors enjoyed Museum-wide Presidents’ Day themed activities. Visitors enjoyed designing ballot buttons, creating patriotic puppets, making iconic presidential hats, and exploring surface tension using US coins. Visitors also made sparkling patriotic collages, painted replica United States flags, created presidential portraits, and explored 3D miniature replicas of popular presidential monuments in Washington D.C.

Total Attendance: 1,117 visitors

Wizard Week Spring Break | March 9 – 17, 2024

Visitors joined us for our annual Wizard Week festivities and engaged in a magical highflying tournament, created wizard-themed crafts, attended potions class, penned and wax sealed a magical letter, made a unique charm necklace, painted a potion bottle, created a crystal ball, and conducted a frog choir. Visitors enjoyed listening to tales from the wizard world, learned about wizard currency, attended a magical sorting ceremony, and posed for photographs in their magical apparel. The DISCOVERY Lab offered a dazzling wand design workshop.

Total Attendance: 11,879 visitors

National Doctors Day | Saturday, March 30, 2024

DISCOVERY Children’s Museum and doctors from Intermountain Health and Smile Squad Dentistry collaborated to offer the community special medical and dental themed programming in celebration of National Doctor’s Day on Saturday, March 30. Inside the Intermountain Health exhibit, doctors provided insight into the healthcare field, and shared what children can expect when visiting the doctor. Smile Squad Dentistry was on site to engage with children and families to provide insight into the field of dentistry. The exhibit and special activities provided children and their families with a chance to learn, play, and explore the healthcare field in honor of this important day.

Total Attendance: 1,752 visitors

Cinco De Mayo Celebration | Sunday, May 5, 2024

DISCOVERY hosted a Cinco de Mayo celebration on Sunday, May 5, 2024 from 12:00 pm – 5:00 pm. Visitors enjoyed recreating the Mexican flag, making colorful creatures inspired by Oaxacan Alebrije sculptures, exploring a geographical map of Mexico and designing papel picado. La Bonita was on site to host a guacamole making workshop led by Mr. Wow, interact with visitors in our Eco City grocery store and distribute free re-usable grocery bags filled with toys. Visitors also enjoyed performances by Mariachi Esperanza and Grupo Folklórico Libertad de Las Vegas, and a special workshop hosted by Consulado de México en Las Vegas.

Sponsored by La Bonita | Total Attendance: 935 visitors

Family Equality Day Celebration | Sunday, June 2, 2024

DISCOVERY Children’s Museum hosted its fourth annual Family Equality Day Celebration where visitors enjoyed spending the day with their families and connecting with representatives from community organizations. Visitors enjoyed painting kind messages on rocks, participating in a collaborative unity themed mural, creating a representative hanging sculpture, and designing a unique family crest. Visitors also enjoyed posing for a family portrait in our free photo booth.

Total Attendance: 731 visitors

Learning Experiences

Juneteenth Celebration | Saturday, June 22, 2024

DISCOVERY Children's Museum hosted its annual Juneteenth Celebration on Saturday, June 22. After a special flag-raising ceremony and performance of the Black National Anthem by Mahaleah Murdock, visitors enjoyed a dance performance by Culture Shock and a percussion workshop with musician Jared Crawford. Special activities included creating a celebratory banner, designing a freedom bracelet, adding to a community Juneteenth quilt, replicating the Juneteenth flag and decorating a freedom wreath. Our littlest learners enjoyed a read aloud of the book, "All Different Now: Juneteenth, the First Day of Freedom," by Angela Johnson. Poetry written by poet Arianna Shaprow was on display to commemorate Juneteenth.

Total Attendance: 1,247 visitors

SPECIAL EVENTS

Art Appreciation Month | August 2022

4 workshops (August 3, 5, 13 & 27)

DISCOVERY offered six fine art and performance art centric workshops in celebration of Art Appreciation month. Participants practiced pencil drawing and shading techniques with Amanda Fratus, painted one-of-a-kind masterpieces featuring unusual scale with Bonnie Kelso, participated in a percussion workshop lead by Amanda Fratus, and enjoyed printmaking with Ross Takahashi.

Sponsored in part by the National Endowment for the Arts | Total Attendance: 126

Hispanic Heritage Month | September - October 2023

4 Workshops (September 16 & 17, October 7), 6 Performances (October 14 & 28)

DISCOVERY hosted cultural workshops and performances in celebration of Hispanic Heritage Month. Special workshops included learning about Mexican Cartoneria sculptures and making painted luchador figurines with artist Vanessa Maciel and painted masterpieces using acrylic paint with artists Hermanos Fabrus. Visitors enjoyed three Mariachi performances by local band, Mariachi Esperanza, and three performances by local dance group, Danza del Carrizo.

Total Attendance: 462 visitors

Black History Month Workshops | February 2024

4 workshops (February 17, 18, 24 & 25)

DISCOVERY hosted four special workshops in celebration of Black History Month. Participants made Afrocentric jewelry designs using natural materials with C. Imani Williams, enjoyed a workshop that combined the art of hip-hop and Rubik's Cube with Polaryss, wrote pantoum poems with Ms. AyseVee and enjoyed a read aloud of "B is for Black Brilliance" with author Shawna Welles.

Sponsored by Nevada Humanities | Total Attendance: 286

Google Grant STEM Speakers | April – June 2024

3 Speakers (April 21, April 27, June 12)

DISCOVERY welcomed three guest speakers with careers in STEM during April and June. Erika Marti, Ph.D., Associate Professor of Civil Engineering and Construction at the University of Las Vegas, and members from the American Chemical Society presented hands-on learning activations through the introduction of NISE Network Earth Day kits, and American Chemical Society educational Kits on Sunday, April 21, 2024. Joytaya Pollard, Founder and Program Director of Girls Rock at Science and Pharmaceutical Manufacturing Consultant, served as a guest presenter on Saturday, April 27, 2024, and provided interactive science demonstrations and visitor engagements aligned with DISCOVERY's "Science is Everywhere" themed programming. On June 12, 2024, Gioya DeSouza-Fennelly, NASA Next Generation Curriculum Evaluator and Beta Tester at NASA – National Aeronautics and Space Administration, served as a virtual guest lecturer during the DISCOVERY Budding Biologist summer camp, leading students through interactive, hands-on extractions of plant and human DNA.

Sponsored by Google Data Center | Total Participants: 856 visitors

Asian American and Pacific Islander Heritage Month Workshops | May 2024

3 Workshops (May 10, 12 & 25) 3 Performances (May 19)

In May, DISCOVERY Children's Museum celebrated Asian American and Pacific Islander Heritage Month. Visitors enjoyed special programming highlighting China, the Philippines, Japan and Samoa. The Museum welcomed artist Ailene Pasco for a spin drum making workshop, artist Sonny Tsoi for a Chinese ink painting workshop, and artist Kuulei Jakubczak for a Samoan Siapo "mamanu" painting workshop. DISCOVERY also welcomed performers from the Las Vegas Korabo Taiko for cultural performances honoring Japan.

Funded in part by a grant from the Nevada Humanities | Total Attendance: 222 visitors

Grants for Art Projects – Additional Workshops | July 2023 – June 2024

18 workshops | Amanda Fratus (October 7 & April 7), Win Frederick (March 30, June 1, 8 & 15), Julia Hall (June 13 & 21), Bonnie Kelso (July 15, October 21 & April 27), Ross Takahashi (September 9 & 10, March 3) and Mili Turnbull (March 23 & 24, April 13 & 14).

This year, DISCOVERY continued its Artist in Residence program funded in part by the National Endowment for the Arts. Four artists were selected to receive honorariums to teach four three-hour workshops throughout the 2024 calendar year. Participants explored drumming and acrylic painting with artist Amanda Fratus, painted masterpieces using unusual scale with author and illustrator Bonnie Kelso, and enjoyed a printmaking workshop, weaving workshop and wire sculpture making workshop with artist Ross Takahashi. After the start of the new 2024 grant period, participants joined us for an interior design workshop with interior designer Mili Turnbull, a musical storytelling workshop with musician Win Frederick and abstract art workshop with artist Julia Hall.

Funded in part by National Endowment for the Arts | Total Attendance: 867 visitors

Learning Experiences

Nevada Arts Council – Art Workshops | September 2023 – June 2024

6 Workshops | Amanda Fratus (September 30), Aleida Castro (January 31), Daria Peoples (April 2), Stephanie Sumler (April 16), Heather Lang-Cassera (April 23), and Lily Christoffersen (June 8)

DISCOVERY hosted six additional art workshops throughout the fiscal year with support from the Nevada Arts Council. Participants joined Amanda Fratus for a drumming workshop, practiced their map making skills with Aleida Castro, painted cherry blossoms with Daria Peoples, learned how to recycle printed ephemera into a custom notebook with Stephanie Sumler in celebration of Earth Day, designed their own “zine” with Heather Lang-Cassera and practiced printmaking with Lily Christoffersen.

Total Attendance: 210 visitors

PROFESSIONAL DEVELOPMENT OFFERINGS

CCSD Community Meet-Up | Wednesday, October 4, 2023

DISCOVERY hosted an annual Community Meet Up for K-12 CCSD educators. Educators attended four engaging workshops at DISCOVERY and learned about the educator resources offered, including DISCOVERY on Wheels programming, field trips, robotics programming, and virtual offerings. Educators enjoyed refreshments, exciting Science Bench programming, discounted membership prices, and a raffle for free Museum tickets, free annual membership and a free Scholastic classroom library set.

Total Attendance: 65 educators

Nevada Museums Association Conference | September 27 – 29, 2023

Creating a Culture of Belonging

Museums serve as a gathering place for the community, fostering a sense of belonging. In this session, panelists presented strategies for implementing equitable practices in museums through the formation of a Diversity, Equity, and Inclusion Advisory Council. Participants gained actionable insights for advancing DEI goals that promote cultural diversity and enhance community engagement.

Total Attendance: 58 participants



Volunteer Services & YouthWorks

VOLUNTEER SERVICES STATISTICS

Total General Volunteers: **472**
 Active Teen Volunteers: **415**
 Active Adult Volunteers: **57**
 Work Experience Partners: **18**

VOLUNTEER GROUP STATISTICS

Corporate Volunteer Groups: **28**
 Community Volunteer Groups: **12**
 School Volunteer Groups: **30**

YOUTHWORKS STATISTICS

YouthWorks Interns Total: **32**
 Highest Number of Employed Interns at One Time: **23**
 Interns Hired During FY2024: **22**
 Interns Graduated During FY2024: **5**



DISCOVERY on Wheels: House Calls

Founded by
Dr. Joe and Joan Lapan

During FY2024 the DISCOVERY on Wheels: House Calls program continued to serve Clark County students within the Las Vegas valley and beyond. Although the American Rescue Plan (ARP) Act would end in October 2023, the program was still offered FREE of charge for schools to reserve visits for the remainder of the calendar school year. Additionally, in September 2023, the DISCOVERY team started a collaboration with Smile Squad Kid's Dentistry & Braces for the Bright Smiles, Clean Bodies program. A Smile Squad team member would attend DISCOVERY on Wheels visits alongside the DISCOVERY facilitator and provide various dental hygiene tools and materials for students during the lesson. The Smile Squad collaboration served 23 school and plans to continue into the following school year.

In March 2024, the DISCOVERY on Wheels team began facilitating visits at the Child Haven center. Visits are scheduled to continue through the end of 2024.

DISCOVERY on Wheels: House Calls also experienced much success during the summer months as well reaching children at Community Recreation Centers, Learning Academies, and childcare facilities.

QUICK STATS

Clark County School District

- 82 CCSD school sites
- 30 Title I school sites
- 125 total visits (this includes schools that booked multiple visits)
- 8370 Students Served

Community Organizations

- 18 community-based organizations/private institutions
- 27 site locations
- 34 total visits
- 1000 students served

Final Numbers

- 105 sites
- 155 total visits
- 9370 Total Students Served



DISCOVERY on Wheels: House Calls

Founded by
Dr. Joe and Joan Lapan

The DISCOVERY team participated in over 70 community events! This year received a grant from SAN MANUEL BAND OF MISSION INDIANS. This allowed DISCOVERY to build relationships with some of Southern Nevada's Native population through attending events organized by leaders and representatives of local Indigenous tribes and colonies. By attending these events our team was also able to increase their knowledge of Native culture and traditions so that we could incorporate authentic education into our activations and programming.

This year, in partnership with United Way of Southern Nevada, our outreach team distributed the "Play By The Rules" booklet at each community event with a bilingual or Spanish-Speaking audience.

Additionally, Family-Four Packs of complimentary passes, or a gift membership were also distributed to families via our outreach booth raffles. Collectively, we provided over \$6,000 of In-Kind admission to DISCOVERY Children's Museum.

**Total
Community
Outreach**
12,135 Visitors

**Total In-Kind
Donation**
\$6,263
Ticket Value

2023-2024 DOW VISITS TO CCSD TITLE 1 SCHOOLS

Aggie Roberts Elementary School	Cunningham Elementary School	Edith Garehime Elementary School
Elbert Edwards Elementary School	Estes McDoniel Elementary School	Fong Elementary School
Fredric W Watson Elementary School	George E Harris Elementary School	Hickey Elementary School
Howard Hollingsworth Elementary School	HP Fitzgerald Elementary School	Jack Dailey Elementary School
Jay W Jeffers Elementary School	Kermit R Booker Sr. Innovative Elementary School	Lincoln Elementary School
Marion Earl Elementary School	Martin Luther King Jr.	Myrtle Tate Elementary School
NV Reading Week-Bruner ES	O.K. Adcock Elementary School	Oran K. Gragson Elementary School
Patricia Bendorf Elementary School	Roundy Elementary School	Ruben P. Diaz Elementary School
Shirley A. Barber Elementary School	Steve and Linda Cozine ES	Tanaka Elementary School
Valley High School	Vegas Verdes Elementary School	William K. Moore Elementary School

COMMUNITY BASED ORGANIZATIONS/PRIVATE INSTITUTIONS

Acelero Learning Centers-10 locations	Attorney Generals Office	Awaken Christian Academy
Baby University/ Nobile Collegiate Academy	Brilliant Child Christian Academy	Clark County Library
Inspirada Community Center	CCSD Family Support Center	Children's Learning Adventure Henderson
City of Las Vegas: Doolittle Community Center	Hill and Dale Child Development Center	Janie's Classroom
Positively Arts	Source Academy	Veterans Memorial Community Center
Child Haven	Winchester Cultural Center	



A 501(c)(3) NON-PROFIT ORGANIZATION

Contact Us



Phone

702.382.3445

Email

info@discoverykidslv.org

Website

discoverykidslv.org

Address

360 Promenade Place
Las Vegas Nevada, 89106

