

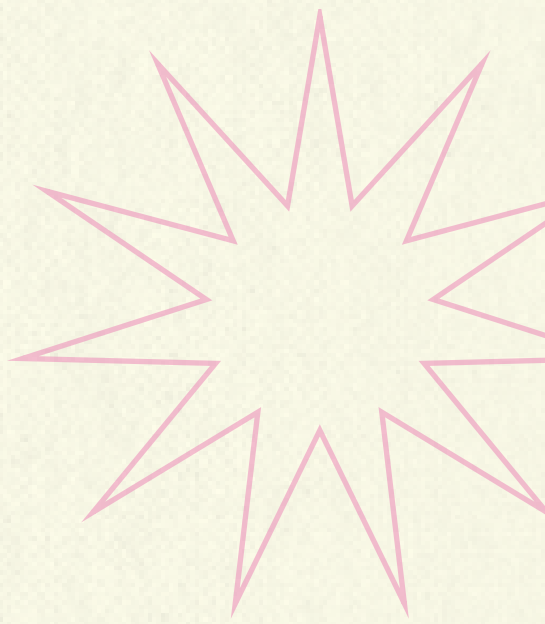
2023-2024



MARYLAND
SCIENCE CENTER

Annual Report





Dear Friends,

We present to you the Maryland Science Center's 2023-2024 Annual Report. It was a busy and productive year as we continue to grow our mission and increase our service.

The Year In Review is full of examples where the Maryland Science Center extended its reach and delivered programs to our many audiences. Scouts, members, homeschoolers, lifelong learners, the education community, families, and friends—we are grateful for the support and the opportunity to serve.

On behalf of our staff and volunteers, our Board of Trustees, and the citizens of Maryland and beyond that we connect with every day we thank you for your generosity. It is those very connections that makes the Science Center what it is and what it will be. We cannot do what we do without the support of everyone who shares our love of science and STEM education. The Maryland Science Center is the leader in informal science education throughout the State and it is only because of the strength of the connections we've made over past decades. We appreciate your partnership. Let's science.



Mark J. Potter
President & CEO



Mark Zimmerly
Chairman, Board of Trustees

The Year In Review

This past year at the Maryland Science Center was a busy one. School buses dropped off tens of thousands of students on field trips during the week. Summer vacation and weekends brought thousands more for visits to three floors of exhibits, and our theaters. Scout groups attended badge-earning workshops and sleepover events. Adults enjoyed live programs, planetarium shows, unique events, and libations. And our work outside the building continued to thrive.

Our Inner Harbor residence was bustling with visitors once schools let out for the year. While our audience is largely local, summer is the time when Marylanders welcome out of town friends and extended family to their homes and a trip to the Science Center is always on the calendar. Over 50,000 visitors came to our exhibit halls and theaters, live science shows, and promotional days. This past summer twenty percent of our annual attendance was generated between Memorial Day and Labor Day.



Camp MSC—our innovative summer camp with a balance of learning and fun—welcomed hundreds of kids who explored topics ranging from slime and other sloppy substances to astronauts and astronomy. Camp MSC has joined the list of legacy programs that have been long-running favorites of many audiences. To underscore the years that Camp MSC has been in existence, we now have employees who attended camp when they were school students.

Before we could catch our breath, September brought back another of our now legacy programs—homeschool month. What started many years ago as a pilot program is now a solid core component of homeschool education. MSC has grown our relationship with homeschool educators as the ranks of homeschoolers statewide have grown. Our signature brand of science education is an integral part of many homeschooler's curriculum.

Fall welcomed back field trips for the school season with MSC's longstanding policy of free admission for all Maryland schools visiting on field trips. We are grateful for the support of Constellation for their help in maintaining our free admission program through *Science Beyond The Classroom—powered by Constellation*. Together we ensure that free admission will be available to today's students and generations to come.

We were also busy behind the scenes upgrading critical infrastructure in a building that approaches its 50th year. A massive \$2,000,000 project replaced the original HVAC plant to install a highly efficient new system that not only lowers energy consumption but also frequently exchanges building air with outside air to vastly improve air quality for all our visitors and staff. Progress on our new Space exhibit continues with the exhibit now at the fabrication stage. This new experience, which replaces one of our oldest legacy exhibits, is slated for a Fall 2025 opening. The new exhibit is made possible in part by a grant from the Northrop Grumman Foundation.

MSC's Volunteer Program continues to grow. Volunteers help assure that we can maximize our efforts toward fulfilling our mission by providing critical services that would otherwise impact our budget. Volunteers work in our Tech Department diagnosing and repairing exhibit components. Our mailing group processes membership renewals each month. And our youngest volunteers—many of them high school students fulfilling community service requirements for graduation—work in our summer camp.



Outside our four walls our outreach teams delivered programs in every county in the State. The Traveling Science Program was welcomed into schools far and wide with our live science assembly programs delivered in gyms and theaters to large audiences. Schools love our ability to demonstrate the same science principles being taught in the classroom but with the addition of explosions, chemical reactions, and hair-raising explanations of static electricity. Schools looking

for a different experience asked our Family Science Night and Family Engineering Night teams to bring an evening of school programming. Many schools build parent-teacher conferences and other events around a Science Center visit to ensure full family participation. Title One schools can use federal funds to cover the cost of this exciting evening. And not to be outdone, our early learning specialists were in Head Start locations throughout Baltimore City every month working with educators to prepare young learners for the next level of schooling. In total, our outreach teams reached almost 50,000 people through our efforts over the course of the school year.



As the school year drew to an end, 85,000 students from Maryland visited our exhibit halls, participated in classroom programs, learned about the wonders of space on our planetarium dome, and traveled the globe from their seats in our giant screen theater. As has been the case for nearly 50 years, all Maryland students visited free of charge. In addition to Constellation, free admission

is made possible through the support of the Maryland State Department of Education, The Kahlert Foundation, Transamerica Foundation, Prince George's County, Delaplaine Foundation, The John J. Leidy Foundation, Goldsmith Family Foundation, and our generous donors.

At year end we announced a transformational \$1,000,000 gift from the Kahlert Foundation which will extend and broaden some of our most important programs including a new and expanded makerspace. Thanks to their commitment more students, families, and groups will be able to have hands on fun while learning about engineering, technology, and problem solving.

Looking back, it was another year of growth for the Science Center and its mission. 250,000 people visited us at our Inner Harbor headquarters. 87,000 of those visits were from members whose generous support helps us fund operations. Add in our efforts to reach people in the places where they live across the State, and our reach extended to over 371,000 people—an increase of 54,000 over the previous year. We also hosted adult events like the popular Music Under The Dome and Wine and Dinosaurs. We saw thousands of kids and families, many of them from the scouting community, participated in sleepovers, and hosted private events at our unique venue. Our annual year-end fundraiser, Solstice, raised an additional \$220,000 to help fund free field trip admission and outreach programs.

We understand that the Science Center is not just bricks and mortar—it is a community that shares our love of science. The generous support of our donors makes what we do possible and together we ensure that generations of Marylanders will have access to this world-class institution for decades to come. We are thankful for operating support from Baltimore City, the Citizens of Baltimore County and the Baltimore County Commission on Arts and Sciences, the Howard County Arts Council and the Howard County Government. We are grateful for the generosity of so many and thank our partners for helping keep the mission alive and achieving real and growing impact.

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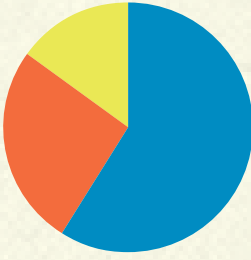


Mission

We are the Maryland Science Center.
We inspire. We empower. We engage. Let's science!

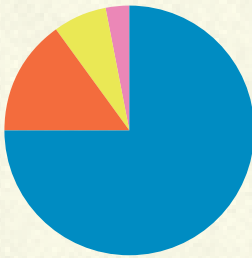
FY 2024 Financial Summary

Income



- Earned Income 59%
- Public Support 26%
- Private Support 15%

Expenses (excluding depreciation)



- Mission Related 75%
- General and Administrative 15%
- Fundraising 7%
- Interest 3%

A History as Rich as the Science it Shares

The Maryland Science Center has been sharing its love of science since its inception as the Maryland Academy of Sciences in 1797.

As Maryland's oldest scientific institution and one of the oldest such institutions in the entire nation, the Academy was an amateur scientific society whose members met to discuss papers and to advance understanding of "natural sciences." With the opening of the Maryland Science Center at Baltimore's Inner Harbor in 1976, the Academy fulfilled its vision of establishing a permanent location dedicated to engaging, interactive science.

From astronomy to paleontology, the human body to physics and phenomena, the Maryland Science Center is packed with innovative exhibits that demonstrate the wonders of scientific discovery with a focus on open-ended exploration.

The Science Center provides interactive science experiences for families, students, educators, and learners of all ages. We offer a variety of exhibits, live science demonstrations and activities, as well as the St. John Properties IMAX Theater, Davis Planetarium, and Crosby Ramsey Memorial Observatory. These exhibits provide the backdrop for an audience-driven experience that is enhanced through staff interaction.

For almost 50 years, the Maryland Science Center has provided valuable educational experiences at our location in Baltimore City and through outreach programming across the mid-Atlantic region. No other Maryland institution dedicated to informal science education reaches more students and teachers.



Thank You for Your Support

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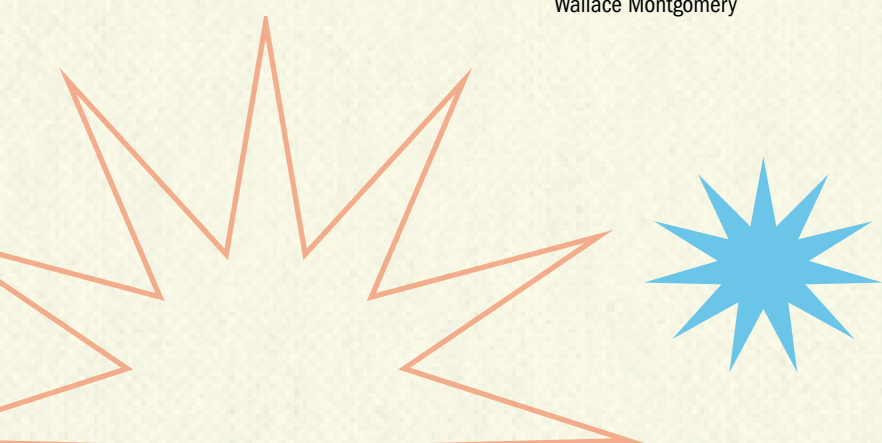
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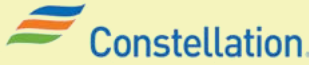
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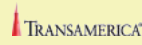
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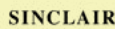
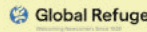
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Every effort has been made to ensure accuracy.

Please call the Development Office at 410.545.5894 for more information questions.