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AT A GLANCE

museum of **science+industry** chicago



MISSION

TO INSPIRE THE INVENTIVE GENIUS IN EVERYONE.

VISION

TO INSPIRE AND MOTIVATE OUR CHILDREN TO  
ACHIEVE THEIR FULL POTENTIAL IN THE FIELDS  
OF SCIENCE, TECHNOLOGY, MEDICINE AND  
ENGINEERING.

## 2014 BY THE NUMBERS



Our teacher training courses grew to **OVER 900 ALUMNI** who are using their MSI learnings to inspire **198,000 STUDENTS** to participate in science.



**52 FREE DAYS** allowed Illinois residents to experience MSI's hands-on science exhibitions without cost.

**86 GIANT MIRRORS** formed a mathematical maze challenge in *Numbers in Nature: A Mirror Maze*, a new permanent exhibit exploring patterns in the natural world.



More than **344,000 STUDENTS** visited MSI, making the Museum #1 in Chicago field trips for the sixth year in a row.

Our OMNIMAX® projector showed more than **5,400 MILES** of film. That's the distance from Chicago to Athens!



**2,400 MIDDLE-SCHOOL STUDENTS** interfaced with NASA scientists in real time through our Mission to Mars Learning Lab.



Conservators painstakingly restored **1,400 FEET OF TRACK** on *The Great Train Story*, keeping more than 20 trains whizzing and winding from Chicago to Seattle.

**5.5 MILLION USERS** visited msichicago.org—more than any other Chicago museum website.

Nearly **8,000 STUDENTS AND GUESTS** experimented and explored MSI's first-ever Black Creativity Innovation Studio, an exciting space that illustrated the process of innovation through hands-on, do-it-yourself making.



Our Science Minors after-school club network grew to **100 SITES** with the capacity to reach more than **9,500 CHILDREN** with hands-on science, right in their communities.



Nearly **1,400 GUESTS** 3D printed selfies of their heads in the Wanger Family Fab Lab.

**538 DEDICATED VOLUNTEERS GAVE 42,141 HOURS** of service to MSI: engaging guests, educating students and working behind the scenes to power the Museum.



**21,000 STUDENTS** dove deeper into science topics by participating in MSI's Learning Labs—special facilitated experiences for school groups that align with state and national standards.

**7,100 KIDS AND THEIR FAMILIES** played along with MSI and beat the summer brain drain through our 2014 Summer Brain Games program.

Youth in our Science Achievers program inspired and interacted with **25,000 GUESTS** over the course of the year.

# STATEMENT OF OPERATING ACTIVITY

FOR THE YEARS ENDED DECEMBER 31, 2014 AND 2013

REVENUE AND SUPPORT	2014	2013
Admissions	\$13,569,226	\$13,492,826
Special Exhibits	\$2,260,255	\$1,663,399
Museum Stores, Food Services, and Other Ancillary Services	\$7,303,417	\$7,602,741
Membership	\$4,261,650	\$3,450,495
Government Support	\$5,690,148	\$5,607,427
Private Contributions	\$6,173,218	\$5,843,111
Investment Income	\$3,790,540	\$3,553,401
Other Income	\$1,279,542	\$1,020,103
<b>TOTAL REVENUE</b>	<b>\$44,327,996</b>	<b>\$42,233,503</b>
<b>EXPENSES</b>		
Public Programs	\$10,582,300	\$12,034,128
Education Programs	\$1,572,111	\$1,221,137
Program Support Services	\$5,836,411	\$6,063,782
Management and General	\$10,016,765	\$9,819,781
Development and Membership	\$3,272,635	\$2,656,753
Marketing	\$4,700,165	\$5,007,187
Museum Stores, Food Services, and Other Ancillary Services	\$2,766,987	\$2,684,292
<b>TOTAL EXPENSES</b>	<b>\$38,747,374</b>	<b>\$39,487,060</b>
<b>OPERATING INCOME</b>	<b>\$5,580,622</b>	<b>\$2,746,443</b>

In addition to annual operating expenses, the Museum is proud to fund the Center for the Advancement of Science Education, special exhibitions and other strategic priorities — \$15 million (2013) and \$14 million (2014). These restricted programs are not included in MSI's statement of operating activity and are supported through generous philanthropy.

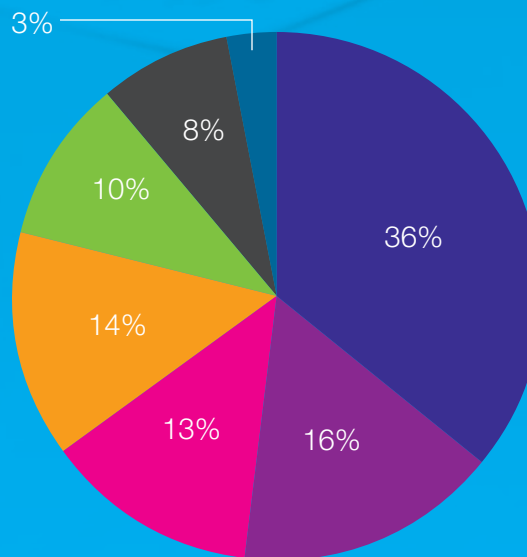


## STATEMENT OF OPERATING ACTIVITY FOR THE YEARS ENDED DECEMBER 31, 2014 AND 2013

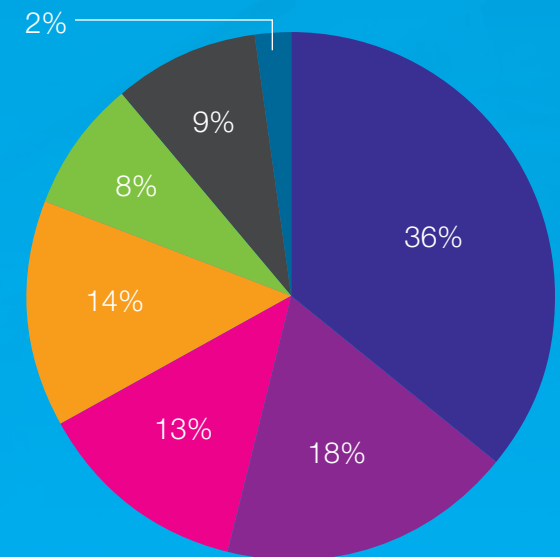
### REVENUE AND SUPPORT

- Admissions and Special Exhibits
- Museum Stores, Food Services and Other Ancillary Services
- Government Support
- Private Contributions
- Membership
- Investment Income
- Other Income

### YEAR ENDED DECEMBER 31, 2014



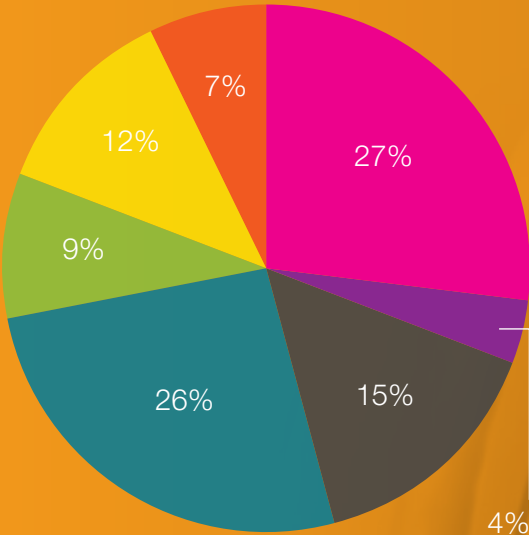
### YEAR ENDED DECEMBER 31, 2013



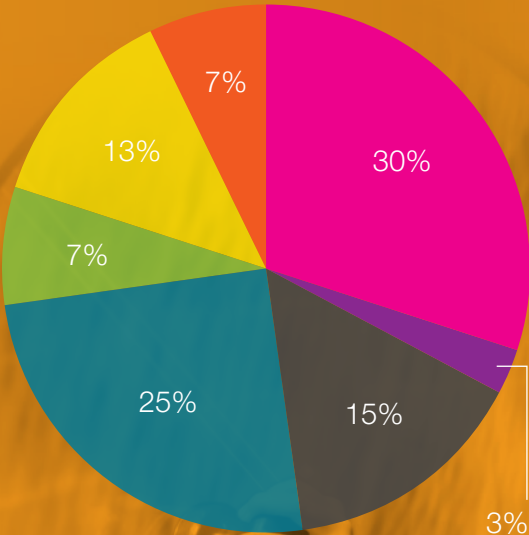
# STATEMENT OF OPERATING ACTIVITY

## FOR THE YEARS ENDED DECEMBER 31, 2014 AND 2013

YEAR ENDED DECEMBER 31, 2014



YEAR ENDED DECEMBER 31, 2013



### EXPENSES

- Public Programs
- Education Programs
- Program Support Services
- Management and General
- Development and Membership
- Marketing
- Museum Stores, Food Services and Other Ancillary Services



