



2020

AT A GLANCE REPORT



museum of
science+industry
chicago

MSI by the Numbers

Nearly **300,000 guests** were able to visit MSI in person in 2020.



More than **50,000 of those were students on field trips**, allowing MSI to retain its title as the **#1 museum field trip destination in Chicago for the 12th year running**.



Throughout 2020, the Museum's website at msichicago.org hosted **2.2 million individual sessions for virtual visitors**



looking to learn more about their world, with **10 million individual pageviews** across our site.



In the spring, at the height of the initial lockdown, over **8,000 pieces of personal protective equipment were manufactured on**



MSI 3D printers and distributed to hospitals, medical staff, emergency personnel and Museum Guest Experiences staff.

museum of **science+industry** chicago



Summer Brain Games, our annual celebration of summer and science with specially developed at-home activities engaged **over 20,000 families** with kids of all ages.

Our education team led professional development webinars with nearly **4,000 registrations from almost 600 educators**, more than half of whom were new to MSI's educational outreach.



4,000 "Science On-the-Go" kits were distributed – half in the summer of 2020 and half in the fall – to libraries, parks, schools and community sites, with experiments and activity guides for young people to make discoveries on their own.



On Earth Day, more than **5,300 people attended a virtual film screening** and live Q&A with filmmaker and remote ice explorer James Balog.



The Learning Resources virtual hub, a dedicated at-home learning page developed and curated by MSI educators, launched in November. The hub welcomed almost **22,000 pageviews** in the last weeks of the year.



A month-long virtual Member Open House attracted nearly **4,000 members**, a number comparable to our in-person attendance for this event.



Despite our closure, our annual *Christmas Around the World* and *Holidays of Light* celebration was a smash, with **nearly 18,000 guests from across the globe** attending a series of live online tours of our iconic trees and displays.



Across multiple social media platforms, MSI content was displayed to users **more than 31 million times**.

2020 marked the close of **David Mosen's 23 years as president and CEO of the Museum**. He handed the reins over to **Chevy Humphrey, the first woman and Black American to lead MSI**.

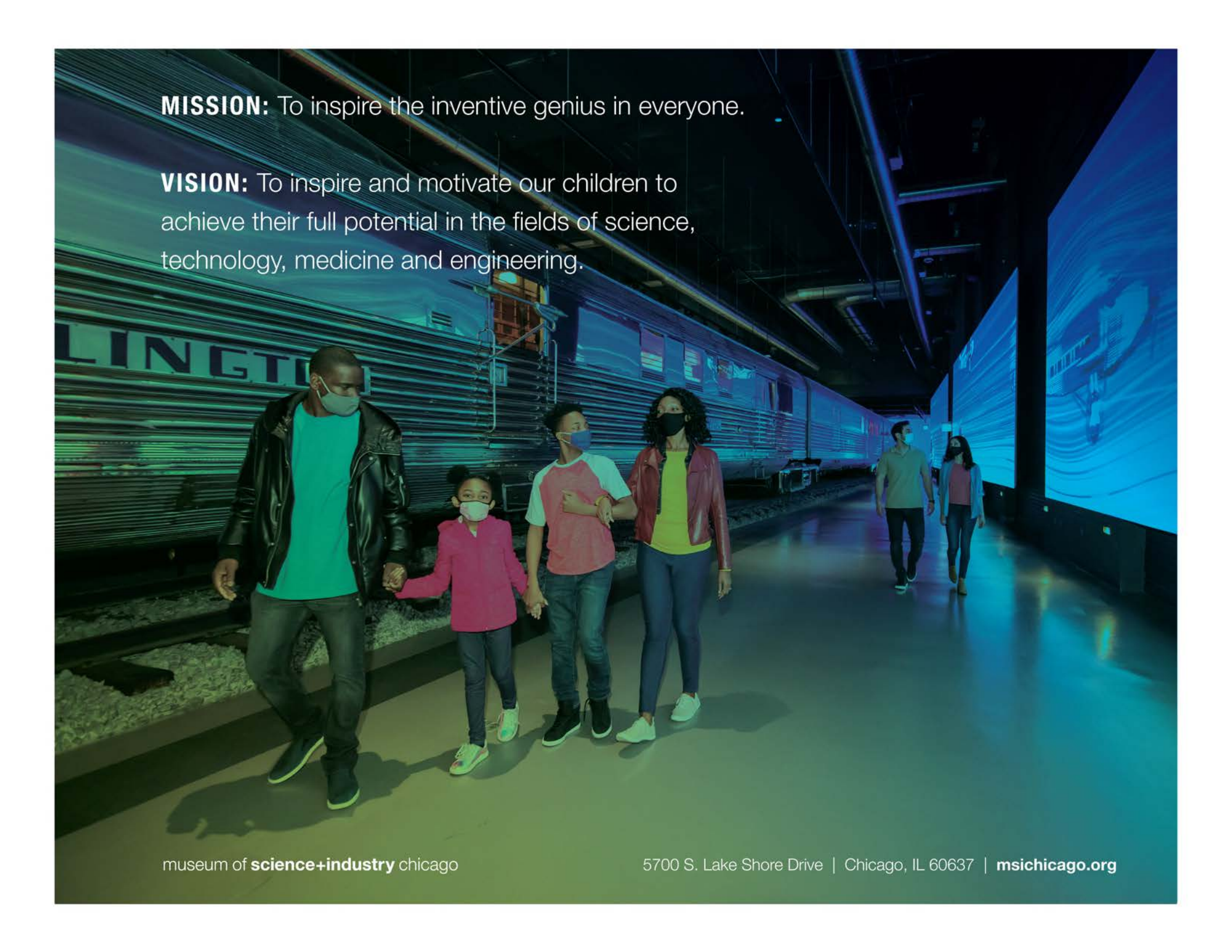


Statement of Operating Activity

For the years ending December 31, 2019 and 2020

*The Museum of Science and Industry was closed to in-person guests March 14-August 1, 2020 and November 19, 2020-March 7, 2021.

Revenue and Support	2019	2020
Admissions and special exhibits	\$15,932,530	\$2,221,075
Retail and supporting services	7,411,658	1,405,458
Membership	3,204,612	1,337,544
Government support	5,577,461	5,439,338
Private support (operations)	6,171,801	7,093,148
Private support (donor-directed)	11,812,030	18,050,800
Investment return designated for operations	3,856,526	3,843,573
Other income	776,702	301,931
Total Revenue and Support	\$54,743,320	\$39,692,867
Expenses	2019	2020
Exhibits and public programs	\$22,988,902	\$16,597,914
Education programs	11,086,343	7,368,729
Guest services	3,345,107	2,306,536
Retail and supporting services	2,798,746	1,118,576
Development and membership	6,390,826	4,024,987
Management and general	5,728,973	5,026,217
Total Expenses	\$52,338,897	\$36,442,959
Operating Income	\$2,404,423	\$3,249,908

A family of four is walking through a museum exhibit. The exhibit features a large, detailed model of a train on the left, with the word "LINGTON" visible on its side. To the right, there are large digital screens displaying blue-toned images of industrial or scientific equipment. The lighting is dim, with blue and green highlights from the screens and track lighting. The family consists of a man, a woman, and two children, all wearing face masks. The man is on the left, holding the hand of a young girl in a pink jacket. A boy in a red and white shirt is next to her, and the woman is on the right, holding his hand. In the background, another man and woman are walking away from the camera.

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.