



DISCOVERY STATION AT HAGERSTOWN, INC.



2017 ANNUAL REPORT



ADVENTURE INTO DISCOVERY STATION...

Mission:

Discovery Station at Hagerstown, Inc. is a hands-on museum that provides life-long learning experiences to thousands of children and families each year. We create an environment that stimulates curiosity for discovery, exploration, and further investigation through exhibits and programs that focus on Science, Technology, Engineering, Art, and Math (STEAM) principles.



FROM THE 2018 BOARD CHAIR

Dear Friends,

What a year it was for Discovery Station in 2017! Please take a few minutes to browse this annual report, and if you haven't been a part of our story yet, get on board! This year promises to be another hugely enjoyable one for our visitors and our supporters.



New exciting and popular exhibits

In 2017 we opened our sustainability exhibit, where we even raise butterflies as a member of the Monarch Alliance. We also opened our very popular STEAM Machine Art Room.

Re-branding and Website Design

Science Technology Engineering Art Math – STEAM. Our colorful new logo reflects these, and the guiding principle behind our exhibits will be give our visiting families access to lifelong learning experiences through these themes.

We're doing something right, that's for sure

In 2017 we experienced our highest attendance ever... by a long shot. More day visitors, more birthday parties, more field trips, and more memberships. The word must be out!

Reaching out to first-class organizations for synergy and energy

We have many cooperative partnerships and collaborations: NASA Goddard, UNESCO, The Monarch Alliance, Monarch Watch and more. These relationships make us better, stronger, and tuned in.

Fundraisers we need; the fun we provide

We had our best Hangarfest on record. A huge crowd enjoyed each other's company, music and dancing at the airport. Many and sincere thanks to the sponsors who make this happen. We also enjoyed another year of success with our Casino Night and our crazy-fun Surgeons versus Chefs Pumpkin carving contest in the Fall.

We've been around 12 years, and the best is yet to come

For 2018 we have plans to reconstruct our early childhood gallery into a "Discovery Town." This space will provide even better early childhood learning experiences for our visiting families. Stay tuned as this progresses. Through our NASA relationship we will also have an exciting Space Exhibit redesign.

Come visit. Become a member, a sponsor, or a volunteer. The Discovery Station is a wonderful asset to our community. We expect to break our attendance record again in 2018. Be a part of our story!

Sincerely,

A handwritten signature in black ink that reads "Phil Kelly". The signature is written in a cursive, flowing style.

Phil Kelly

Board Chair for Discovery Station at Hagerstown, Inc.

REBRANDING INITIATIVE

In June of 2017, Discovery Station announced the launch of a new logo as part of the ongoing evolution of the museum's mission to provide learning experiences to thousands of children and families each year.



On the museum's 10th Anniversary, the board and staff re-examined the museum's mission statement in order to identify new and creative ways of providing an environment that stimulates curiosity for discovery, exploration, and further investigation for children of all ages.

The museum also consulted with our visitors, and determined that exhibits and programs that focus on Science, Technology, Engineering, Art, and Math (STEAM) principles were critical to the museum's growth and success.

The five triangles in the new logo represent the five facets of STEAM learning. Additional rebranding efforts in 2017 included refreshing the vision and mission of the museum, a new website design, new exhibits, projects, and programs that revolved around these principles.

[WEATHER](#)[FACEBOOK](#)[TWITTER](#)[INSTAGRAM](#)[CONTACT US](#)

Come in and Discover!

101 W. Washington Street
Hagerstown, MD 21740
Tuesday through Saturday
10:00 A.M. to 4:00 P.M.

[Visit Us!](#)[Exhibits](#)[Events](#)[Activities/Programs](#)[Groups and Parties](#)[Join](#)[Give](#)[About](#)[News](#)

WHAT WILL YOU DISCOVER TODAY?

Dinosaurs



Welcome!

Discovery Station, Inc. is a hands-on museum that provides life-long learning experiences to thousands of children and families each year. We create an environment that stimulates curiosity for discovery, exploration, and further investigation through exhibits

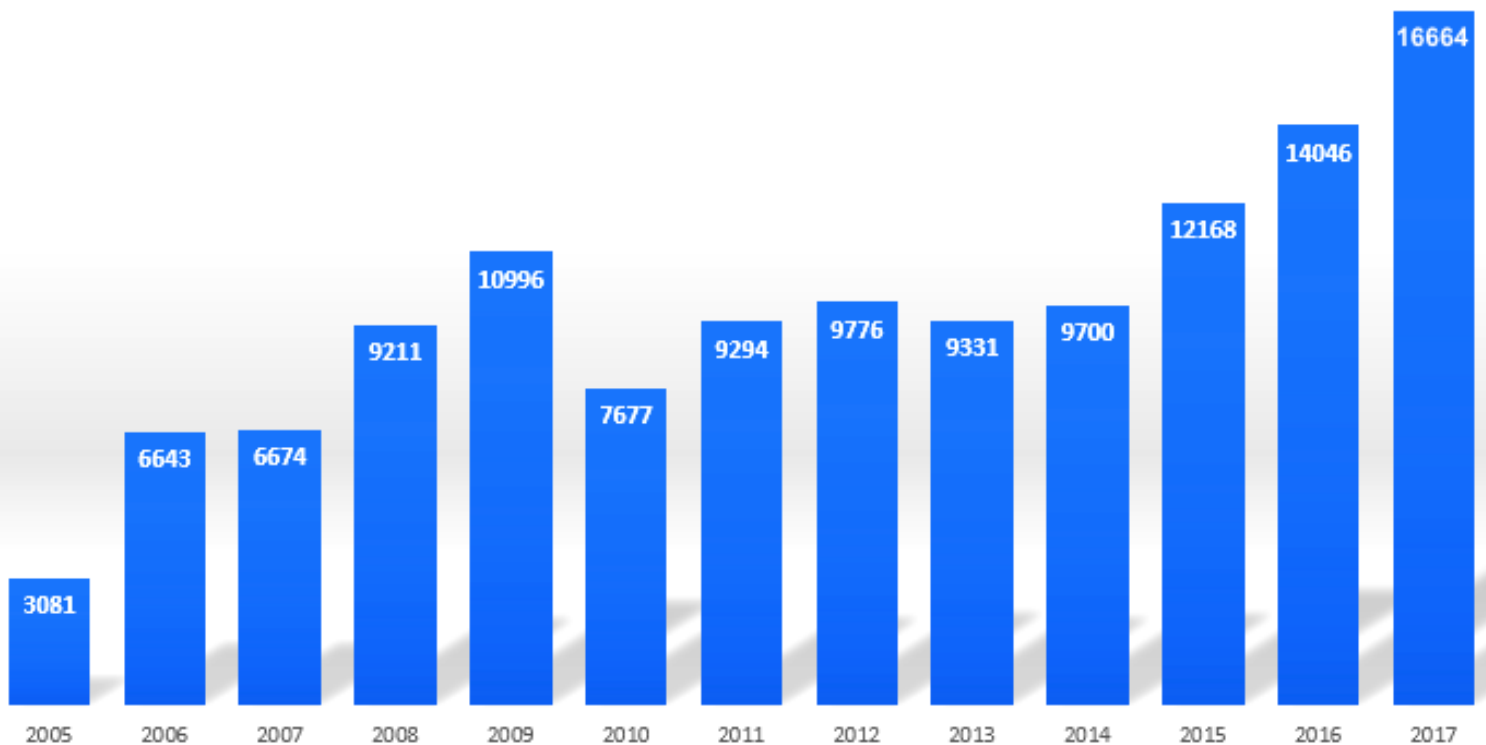
VISITOR ATTENDANCE



Discovery Station at Hagerstown, Inc. celebrated its 12th year of operation in 2017. Thanks to a very successful rebranding launch and the installation of two new exhibits, we saw record attendance numbers. By the end of 2017, Discovery Station was visited by 16,664 visitors from all over the world. This reflects a 18.6% growth in attendance over the previous year and a 150.8% growth in attendance over our first full year of operation.

Annual Attendance

■ Attendance



MUSEUM PROGRAMS



Each week Discovery Station hosts a series of programs that are free with the price of admission into the museum. These hands-on "Saturday Plus Programs" often highlight the museum's focus of informal learning through hands-on STEAM activities.

These programs are geared towards children and are typically held in the afternoon. Examples of these programs include making slime and Oobleck, 3D printing, robotics, geysers and exothermic reactions, ecology and more.

Discovery Station also holds bi-weekly "Story-Time" sessions on Wednesdays at 11 a.m. with volunteer Carol Mendelsohn. During 2017, the museum hosted children's author Miranda Mittleman as she read from her popular book series "Paws and Think!".



NEW EXHIBITS



Discovery Station unveiled two new STEAM-based exhibits in 2017. The official grand opening of the Sustainability Exhibit took place in January. In this exhibit, visitors explore the impact of applying renewable energy practices to their daily lives while enabling them to become the energy practitioners of the future.

Since the opening of this exhibit, Discovery Station has focused hands-on learning programs around ecological conservation and how it relates to sustainability. The museum partnered with NASA Globe, The Monarch Alliance, and the Potomac Valley Audubon Society to develop these programs and exhibit features.

NEW EXHIBITS



Perhaps the biggest success for Discovery Station in 2017 was the STEAM Machine Art Exhibit. This exhibit has been wildly popular among families, schools and camps. A significant portion of our visitors find the STEAM Machine Exhibit to be their favorite.

In this exhibit, children can embrace their creative sides while exploring various hands-on STEAM elements. There is a painting area, chalkboard wall, whiteboard wall, a crafterspace where children can make arts and crafts, and an area where they can build with blocks and other textiles. There is a wall filled with a series of hands-on STEAM activities that children can choose to do.



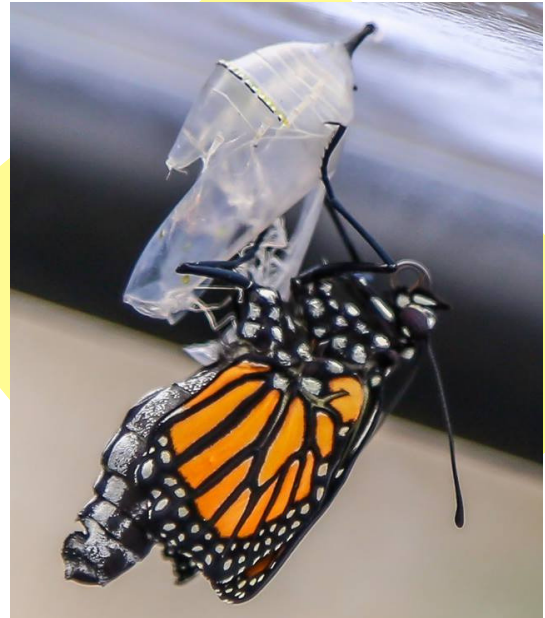
COLLABORATIVE PARTNERSHIPS

Throughout 2017, Discovery Station partnered with multiple international organizations to bring educational events and programs to the museum.

During the spring and summer, we partnered with The Monarch Alliance, Monarch Watch, and The Potomac Valley Audubon Society to rear Monarch butterflies for a citizen science conservation project. The data collected was sent to the University of Kansas as part of a global effort to track Monarch migration patterns.

Shortly after, the museum collaborated with the United Nations Educational, Scientific, and Cultural Organization (UNESCO) and the Association of Science-Technology Centers (ASTC) to participate in the International Science Center & Science Museum Day. Discovery Station held hands-on programs that centered around ocean conservation and clean energy. In the follow-up reporting on the global event, Discovery Station was one of ten museums internationally that was featured by ASTC.

Discovery Station also collaborated with the NASA Museum Alliance by once again participating in the Global Science Experiment by tracking mosquito data and submitting data from the field through NASA Globe. These efforts will help scientists at the World Health Organization track the spread of mosquito-borne illnesses and help eradicate them.



Other collaborations include: NASA Goddard | OPSPARC Program, Industrial Commons Makerspace, TriState Astronomers, Authentic Community Theater, Maryland STEM Festival, Aplastic Anemia & MDS International Foundation, Be The Match, Maryland National Guard Child & Youth Program and more.

MEMBERSHIPS, FIELD TRIPS AND MORE



Discovery Station saw more field trips, birthday parties, memberships, and programs in 2017 than any year prior. The combined earned revenue for each of these categories grew by an estimated 25% over the previous year. The museum's annual Amazing Science Week held morning and afternoon classes this year with more students in attendance than ever before.

We anticipate this trend of growth to continue in 2018 with the addition of new exhibits and programs.



FUNDRAISING EVENTS



Each year, Discovery Station holds several fundraisers that are key to supporting the cost of operations, program development and exhibit creation. In 2017, Discovery Station held Hangarfest, Surgeons vs. Chefs, the Superhero 5k, the Discovery Golf Classic and the Taste of Vegas Casino Night.

Though each fundraising event was a success, this year's Hangarfest was exceptional. The event is cosponsored with Breast Cancer Awareness of the Cumberland Valley, and revenue grew by 7%. Hangarfest continues to be the museum's most successful fundraising event.

These fundraising events are critical to the museum to help support our operations.





Discovery Station

SCIENCE • TECHNOLOGY • ENGINEERING • ART • MATH

OFFICERS AND BOARD OF DIRECTORS

Discovery Station at Hagerstown, Inc. is governed by a volunteer board whose members serve without compensation. Our Director of Operations serves as our only paid staff person at this time. Programs and activities are conducted by the officers and directors assisted by an enthusiastic and dedicated group of volunteers from throughout the region.

President, Phil Kelly

Past President, Tom Riford

Vice President, Steve Hummel

Vice President, Dana Jenkins

Vice President, Al Martin

Secretary, Pat Kelley

Treasurer, Kelly Smith

Board of Directors: Jill Alter, Lieba Cohen, Kerri Corderman, Joe Gerstner, Arnold Hammann, Kim Lowe Lee, Mary Licht, Rob Lorshbaugh, Carol Mendelsohn, Jared Myers, Tressa Nicewarner, Jim Nipps, Sandy Shepherd, William Von Alt

Director of Operations, Brittany Wedd

MUSEUM VOLUNTEERS

Deborah Aquino, Mark Aquino, Nicky Ba'ez, Tati Ba'ez, Dharma Bhatt, Manav Bhatt, Jane Boyd, Zach Brooks, Percida Byard, David Castor, Anna Crowl, Ellen Gercke, Andra Ginting, Alice Grumbine, Alan Hedges, Cruz Jenkins, Matt Jenkins, Sharon King, Saxon Knight, Ajay Kosuri, Anisha Kosuri, Dennis Mazingo, Lew Muth, Pat Myers, Thomas Powell, Herrera Renato, Jane Smith, Katie Stone, Serenity Tarvid, Thomas Justin Tarvid, Matthew Wedd, Barbara Weiss



**WHAT WILL YOU
DISCOVER TODAY?**

