

BY THE NUMBERS

9,359

children came via school or organization field trips.

68,237

Total visitors to Discovery Science Place,

Over 445,000

Social reaches in 2023 on



85

camp registrations

1,032

Memberships Sold

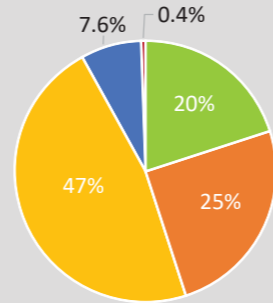
5,247

visited "Teenage Mutant Ninja Turtles"

2,427

visited through the "Museums for All" program.

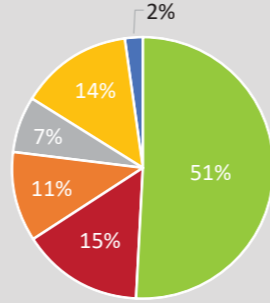
2023 FINANCIALS



SUPPORT REVENUE DISCOVERY SCIENCE PLACE, INC.

- Fundraising Events – 20%
- Discovery Circle – 25%
- General Donations/Grants – 47%
- Exhibit Sponsorships – 7.6%
- Memberships – 0.4%

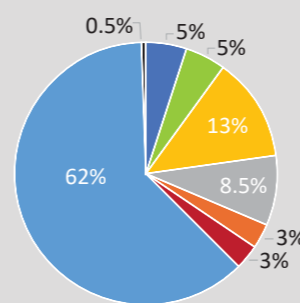
\$310,941



EARNED REVENUE UT TYLER

- Admissions/Ticket Sales – 51%
- Museum Store – 15%
- Memberships – 11%
- Field Trips – 14%
- Camps/Education – 2%
- Birthday Parties – 7%

\$707,117



OVERALL EXPENSES

- Programs & Exhibits – 5%
- General/Admin – 13%
- Operations – 8.5%
- Maintenance – 3%
- Special Events – 3%
- Museum Store – 5%
- Payroll – 62%
- Marketing/PR – 0.5%

\$960,562

IGNITE YOUR IMAGINATION

LEARN AND PLAY FOR A DAY OR
GET UNLIMITED ACCESS TO LEARN
AND PLAY FOR THE WHOLE YEAR!

SCAN FOR TICKET
AND MEMBERSHIP
INFORMATION



SPECIAL EVENTS

SPECIAL PROGRAMS

- Engineer's Week** was an event held in February to celebrate how engineers make a difference in our world and to introduce students to engineering. We offered FREE daily activities with admission, led by UT Tyler Engineering students.
- STEM Like a Girl** was held in February, in partnership with AAUW Tyler, UT Tyler and TJC. This event is geared toward middle-school girls and is led by local female STEM professionals.
- Full S.T.E.A.M. Ahead** was a family event in April that showcased makers of science, technology, engineering, art, and mathematics, including chemistry demonstrations, rocketry, pottery, juggling, giant catapults, and more!
- Spring Break Camp** was a totally rad Teenage Mutant Ninja Turtle camp, focusing each day on the STEM skills of each turtle, along with playtime in the TMNT Exhibit area, as well!
- Founder's Day** was a new event celebrating our birthday which happened to also be our 30th anniversary, too! We had lots of fun, FREE activities outside for guests to enjoy including science experiments, a bounce house, dunking booth, STEM trailer, and more!
- Summer Camp** was an 8-week camp that featured a science carnival theme where participants utilized their maker skills to create and design games, all while gaining knowledge about force, motion, and engineering concepts. The Astronaut camp involved learning about the International Space Station, and participants designed parachutes to safely bring astronauts back to Earth. The camp also included space-related activities, a planetarium experience, and engaging STEM activities.
- Halloween Event** was so much fun with over 250 in attendance at the after-hours event where children could hear scary stories in the cave, win items in the cakewalk, get their face painted, enter the costume contest, and more! Our floor staff dressed up as "Snow White and the Seven Dwarves" and enjoyed interacting with the guests.
- Boos & Bourbon Event** was a huge success this year, doubling our attendance from previous year with 232 registered attendees. A spooky fun time was had by all as we learned about the Science of Bourbon, enjoyed tasty food and drinks, had amazing costumes in our costume contest, and went home with some cool centerpieces and auction items. We raised over \$42,000 as our major fundraiser this year!
- Donor Luncheon Event** had a great turnout celebrating our 30th anniversary of being in business with around 100 members, donors, and partners of DSP. We unveiled "Powering the Future", a new energy exhibit, that we are excited to launch in the next year and reminisced about the impact DSP has on the community. We appreciate everyone who came out to support us!
- Holiday Open House Event** was a lot of fun with 323 guests coming to DSP to kick off the holiday season with pictures with Santa, hot cider and cookies, face painting, Instant Snow experiment, and FREE admission to the museum with the donation of a canned good item. With all of the donations, we were able to donate 452 pounds of canned goods to PATH to help those in need.



Exhibit updates made in 2023

Thanks to your generous donations last year, we were able to add 5 NEW exhibits and make critical updates to many more, including our mineral and fossils exhibit, a new location and improvements to the Orion exhibit, fun updates to the Kinetic Gallery, a complete overhaul of our Southside Bank exhibit, updated and repaired trains in the newly located train exhibit, and more!



A special thank you to our
Discovery Circle
2023 Members

ARISTOLE

Anonymous
City of Tyler
Joyce Buford
Donor Advised Fund at ETCF

CURIE

Anonymous
Donor Advised Fund at ETCF
Owen Family Foundation
Southside Bank

TESLA

McMann Family Foundation
Watson W. Wise Foundation, Inc.
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Innovative Completion Systems, Inc.	Marvin Salcido

NEWTON

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Kay & Paul Latta	Mewbourne Oil Company
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Ramsey Fritz Jewels	Austin Bank
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Todd Threlkeld	Chris Buford
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Sonny & Holly Krezdorn	Mary's Alterations
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Rose City Pharmacy	Raising Cane's Chicken Fingers
Patricia & Joshua Glass	T.B. Butler Foundation
Altra Federal Credit Union	VeraBank
Justin Holt	Ernest & Dorothy LaFlure Charitable Fund
Delek US Holdings, Inc.	<i>Donor Advised Fund at ETCF</i>

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308 North Broadway Avenue • Tyler, Texas 75702
903.533.8011 • www.discoveryscienceplace.org



2023 YEAR IN REVIEW

IGNITING CURIOSITY IN YOUNG MINDS
THROUGH FUN, HANDS-ON EXPLORATION!