

Buffalo Society *of* Natural Sciences

ANNUAL REPORT



October 2016 — September 2017

BUFFALO
MUSEUM
of SCIENCE



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Dear Friends,

I am thrilled to share the enclosed highlights of our 2017 achievements. It was an exceptional year for the Buffalo Museum of Science and Tiff Nature Preserve. Your efforts made it possible.

We had classic guitars, lutes and ouds.

We explored the science behind sound and vibration, the mechanics of magnetic pick-ups, and the influence of music around the globe.

We opened our final renovated science studio, *Buffalo in Space*. There, each day, guests pack for space – including our Lloyd Tacos – measure the solar system in Buffalo Bills fields, engineer and launch rockets, and marvel at asteroids from our collection.

We made additional major improvements to the Herb and Jane Darling Environmental Education Center and welcomed more guests than ever to our nature-based STEM learning programs.

We threw a party on August 21 and hosted almost 4,600 guests, each looking up at the Great American Eclipse.

We surpassed the fundraising goal for our *See It Through* campaign, and engaged a wide array of stakeholders in building a new strategic plan for the Buffalo Museum of Science.

We launched behind-the-scenes tours of our treasured collections, and welcomed the opportunity to share these special objects and their stories with our community.

We engaged the community and celebrated dinosaurs, bubbles, insects and eggs.

Through all of this, our guests and program participants explored, discovered, asked questions and made connections. No matter their age, they engaged in the scientific process.

Together, we accomplished so much. Thanks to your engagement, participation and generosity, we had an outstanding year of programming and impact. Thank you!

I look forward to seeing you often in 2018 and sharing even more achievements together.

With warm regards,



Marisa Wigglesworth
President and CEO



SCIENCE CREATES *Opportunities* AND SHAPES *Our World*

We believe that science creates opportunities and shapes our world. With innovative direction from President and CEO, Marisa Wigglesworth, the Museum has undertaken a new strategic plan, emphasizing our commitment to science and the citizens of Western New York.

Through this 2018-2020 strategic plan, embracing a visitor-centric approach and with novel programs to expand our impact, we are engaging our guests, community members and other stakeholders as we communicate our mission, inspiring curiosity through exploration.

The overarching ambition of the strategic plan is to raise the level of science literacy and engagement for all in our community. In order to do this, the Buffalo Museum of Science is implementing the following objectives over the next three years:

- 1** **Adults and teens will enjoy innovative science-based programs. The Buffalo Museum of Science will provide compelling and engaging activities that cultivate continued adult science and STEM education.**
- 2** **Community members will look to the Museum to understand current science events and their application to everyday life. By staying nimble and timely, the Buffalo Museum of Science will communicate current science in an engaging, accessible and relatable fashion.**
- 3** **Our neighbors on Buffalo's East Side will benefit from a continuum of STEM programming coordinated by the Museum. In full service to our mission, we must be proactive in sharing our programming with under-resourced audiences in the region.**
- 4** **The collections at the Buffalo Museum of Science will excite and inspire, serving as fundamental tools for learning and entertainment in all we do. The collections at the Buffalo Museum of Science serve as a rich resource which can enhance programs, exhibitions and the guest experience. The continued stewardship and commitment to the care and management of this asset distinguishes the Museum from other area attractions.**

The Buffalo Museum *of* Science

NEIGHBOR PASS

Serving Our Community Through
the *Kindness of Philanthropy*

Deborah Goldman and Grant Golden are a vibrant couple from the Buffalo area who wanted to impact Buffalo's East Side. These thoughtful philanthropists approached the Buffalo Museum of Science with a simple question — how would we use a significant donation to impact our neighboring community? The answer for the Buffalo Museum of Science was easy — invite our neighbors who live in close proximity to the Museum to visit us more. Thankfully, Deborah and Grant agreed, and in 2017, Neighbor Pass was born.



Deborah Goldman/Grant Golden

With clear messaging, targeted marketing and working with City of Buffalo Common Council members Ulysees O. Wingo, Sr., of the Masten District and David A. Franczyk of the Fillmore District, we were able to reach our neighbors who live near the Museum. Anyone who lives in the 14208, 14211 and 14212 zip codes was eligible to receive a Neighbor Pass reduced-price, year-long membership. **The community was eager to take advantage of this program. The first Neighbor Pass was sold in June 2017, and today there are more than 200 families enrolled.**

The Buffalo Museum of Science is privileged to be housed in Martin Luther King, Jr. Park on Buffalo's East Side. We appreciate our neighbors, and we are glad they have the opportunity to visit us without reservation. Thank you to Deborah and Grant for your generosity and making an impact on our community.

An *Interview* With Our *Neighbors*: **THE HALL FAMILY**



Arthur, Rashika and Hezekiah Hall

What does being a member mean to you?

As a community planner, I am engaged with many of the neighborhoods on the [E]ast [S]ide of Buffalo. My wife is also highly engaged as she oversees funding for programs and services. A big part of community development is to promote the use of key institutional anchors within the local communities. The Buffalo [Museum of Science] has been a major asset for decades. It's located within the historic Martin Luther King Park (an Olmsted Park) and has been the center for learning about science, history and education. When I was in elementary school I attended the Dr. Charles R. Drew Science Magnet, so we have a personal connection and responsibility toward the use and enhancement of this great resource. Now I get to allow my son (Hezekiah) to have the same fun, educational experience I had growing up.

How long have you been a member at the Buffalo Museum of Science?

We have been members for roughly 9 months.

What do you think about this program for families that live near the Buffalo Museum of Science?

I think this is an amazing opportunity for the families within the neighborhood. The Buffalo [Museum of Science] is not just a place for education, but a catalyst for holistic development. This is a place where we have community and relational building opportunities. It is an information center, a place where community as well as civic events are wrapped up all in one. These are just some of the variables needed to transform communities, and the Science Museum embodies that spirit of positive transformation. If we can just get more families to engage I believe the Museum could open up a whole new world for children and families. The Neighbor Pass is a good step to help remove barriers for participation.

The Visitor EXPERIENCE!

At the Buffalo Museum of Science and Tift Nature Preserve, we take pride in the well-curated experiences we provide to our community. In 2017, we offered a special exhibit — GUITAR, The Instrument that Rocked the World, presented by M&T Bank — events, special-themed days for the entire family, and camps that are educational and fun, as well as a brand new science studio, Buffalo In Space. Each day, we aim to go above and beyond ensuring each visit to the Museum and Tift is memorable, unique and engaging.

Additionally, in 2017, we introduced Science Buffs at the Buffalo Museum of Science. Science Buffs, or “Buffs” as they are affectionately called, are present in the science studios to engage with visitors by showing pieces of our collection, facilitating hands-on science demonstrations and relating current topics in science to our interactive displays. **We believe in the importance of bringing science to life through the visitor experience.**

Exhibits



Audience Engagement Programs



Science Buffs



The Buffalo Museum *of* Science

COLLECTIONS DEPARTMENT

Team Collections has been working diligently to share the Museum's collections with a wider audience. In 2017, they launched a new series of behind-the-scenes tours inviting visitors to learn more about what the Museum holds in public trust. Tours included "The Pan American Exposition – the Buffalo Museum of Science's Story," "Mastodons in our Backyard; The Byron Dig," and "Furs, Fins and Feathers."

In addition to inviting people to the Museum, initiatives are underway to publish collection data to an international audience. Over the course of the FY2017, the BMS published 3,070 records to an online portal called VertNet. This site links records to the greater known and more utilized site iDigBio, where researchers from around the world can easily access and view specimen data.

Mummified remains from the Museum's collection continue to travel with the international exhibit, *Mummies of the World*. In 2017, the exhibit was seen at the Houston Museum of Natural Science and Union Station in Kansas City.

Also in FY2017, the BMS established a dermestarium at Tiff Nature Preserve. The dermestarium has been used to help process the backlog of specimens in the Vertebrate Zoology walk-in freezer. Fifteen specimens were prepared using the dermestarium during the 2017 fiscal year.

Cataloging, digitation and photography projects benefit immensely from the help of volunteers and interns. In 2017, the Division of Vertebrate Zoology supported four interns, resulting in approximately 560 hours of volunteer work. These interns came to us from Canisius and Medaille Colleges. The Geology Department had eight interns and the Anthropology Department welcomed two interns, one from RIT, and another from SUNY Geneseo.

Director of Collections, Kathy Leacock, conserving our traveling mummified remains.



Mummified remains traveling with the international exhibition, *Mummies of the World*



ALH Opossum Rehousing; work done by volunteers





2017 was an eventful year for ecological management and stewardship work at Tifft Nature Preserve. Tifft staff continued the efforts outlined in the comprehensive management plan for the preserve. Major projects outlined in this guiding document include a preserve-wide tree planting project, and a three-acre wetland restoration effort. The latter follows the removal of invasive *Phragmites australis* in Tifft's marsh, a project made possible by the New York Power Authority. Both initiatives have proven very successful to date and will continue to enhance habitat quality and native species diversity over the coming years. The wetland restoration at heritage boardwalk is a site to behold in August when much of the lush, now-established native wetland vegetation is in bloom.

We were fortunate to receive funding for the establishment of vernal pools within the preserve from the Niagara River Greenway Ecological Standing Committee. Vernal pools are seasonal wetlands that provide breeding habitat required by several species of salamanders and frogs.

Tifft was also fortunate to receive major funding from the Buffalo and Erie County Greenway fund to continue the renovation and improvements of the Herb and Jane Darling Environmental Education Center.



Above: Buckthorn that has been removed as a part of the Vernal Pools Enhancement Project.

Volunteers have been integral to project success to date and will be instrumental during planting efforts this upcoming Spring. Tifft's dedicated volunteers deserve a big thanks for all of their help. All of Tifft's past and current projects would not have been as impactful or successful without their assistance. *(Below: Volunteers from Nichols School help cut and clear common buckthorn.)*



Great American SOLAR EXCLIPSE

On August 21, 2017, the United States experienced the Great American Solar Eclipse. In some regions of the United States the sun was completely eclipsed by the moon and mid-day on August 21 was shrouded darkness. Although our region was not in the path of totality, Western New Yorkers were excited to take part in this astronomical event.

The Buffalo Museum of Science was one of few places in the area where the public could obtain viewing glasses at no charge. On that day, we welcomed 4,586 members of the community for a viewing party. Hosted in Martin Luther King, Jr. Park on Buffalo's East Side, this event had something for everyone featuring food trucks, music, and activities. Also on that day we proudly unveiled our newest science studio, Buffalo In Space. Guests enjoyed a full day of celestial learning and fun.

The Buffalo Museum of Science is proud to be the communicator of current and novel scientific events for our community. The Great American Solar Eclipse Viewing Party was definitely a highlight of 2017 for the Buffalo Society of Natural Sciences.



The Buffalo Museum *of* Science

DISCOVERY CAMP 2017

The Museum ran 59 individual camps covering 45 different themes over the course of 18 weeks of the 2017 fiscal year.



59

Individual Camps



45

Different Themes

27% of our campers attend multiple sessions of camp.

Our campers range in age from 3 to 16 years old. Our most popular ages are 5 and 10 year olds.

171

School Break Camps

Total Camper Registrations

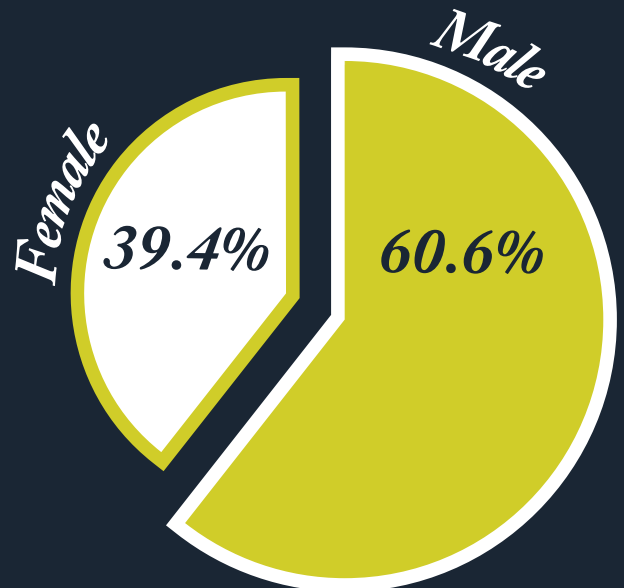
26% of our campers stay for aftercare. *(Past the 4:30pm general pick up time)*

780

Summer Camps

488

Individual Campers



Giving & Support

Because of you, amazing things happen at the Buffalo Museum of Science and Tiff Nature Preserve each day. We believe that science creates opportunities and shapes our world. Your generous support reflects how you value the importance of the science around us. Your gifts provide access to all in our community, especially those in under-resourced communities, to the wonders of science and the opportunities of STEM. **Thank you for your generous support!**

See It Through Donors

Donors to the *See It Through* campaign are making generous investments to complete the transformation of our historic Museum building through the renovation of our final science studio and the restoration the Kellogg Observatory.

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What a year it has been!

Highlights from 2017: the year of audience engagement events

ATTENDANCE

Total Museum visitors

175,963

Total Tifft Nature Preserve visitors

11,682

Total served, outreach & offsite programs

46,436

FY2017 Total Attendance

234,081



Audited FINANCIAL STATEMENTS

as audited by *Lumsden & McCormick*

October 1, 2016 – September 30, 2017

<i>Operating Support & Revenue</i>	FY2017	
Public sources	\$1,191,219	33%
Contributions	391,583	11%
Admissions	589,167	16%
Education and other fees	714,710	20%
Proceeds from endowment designated for operations	-	0%
Membership	402,915	11%
Museum shop sales	51,329	1%
Special events	227,975	6%
Net assets released from restrictions for operations	59,505	2%
Total Operating Support & Revenue	3,628,403	100%

<i>Operating Expenses</i>		
Curatorial	278,016	8%
Education	954,742	27%
Experience	610,085	17%
Management and general	1,042,182	30%
Marketing and fund development	630,017	18%
Total Operating Expenses	3,515,042	100%

<i>Operating Surplus (Loss) Before Depreciation</i>	113,361
Depreciation	818,940
Change in net assets without donor restrictions from operations	(705,579)

<i>Other Changes</i>	
Net assets released from restrictions for capital purposes	751,117
Capital grants	742,858
Investment Income (loss)	1,529,867
Total Other Changes	3,023,842

Change in net assets without donor restrictions	2,318,263
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<i>Net Assets With Donor Restrictions</i>	
Contributions	583,005
Investment return on donor-restricted endowment assets	40,436
Net assets released from restrictions	(810,622)
Change in net assets with donor restrictions	(187,181)

Change in Net Assets	2,131,082
Net Assets - Beginning of Year	19,885,706
Net Assets - End of Year	\$22,016,788

