

2022 ANNUAL REPORT

“Play is
the work
of the child.”

Maria Montessori
Founder of the Montessori method of education



LEONARDO'S

CHILDREN'S MUSEUM

Serving Enid & Northwest Oklahoma since 1992

A NOTE FROM OUR EXECUTIVE DIRECTOR



TRACY BITTLE, MPH
Executive Director,
Leonardo's Children's Museum

I am so very proud of the Leonardo's Children's Museum Board of Directors and Staff! The accomplishment of our mission would never happen without these people. Leonardo's mission statement is to enrich and inspire children of all ages by creating fun learning opportunities. Every member of Leonardo's team takes this very seriously and works to attain this each day. Our history is rich with two founders, Mary Helen Walker Garriott and Dr. Owen K. Garriott that recognized a community need and made it happen. The Garriotts were far ahead of their time—they knew STEAM (Science, Technology, Engineering, Arts, and Mathematics) was the wave of the future.

The last fiscal year October 1, 2021, to September 30, 2022, was our best year yet. Especially when one considers how far the worldwide pandemic set back our organization. Steady growth in income and tightly controlled expenses provided a profit margin that will allow reinvestment into the children's museum and Adventure Quest.

Don't you think it is amazing that people come from all over the world, our nation, and our state to enjoy Leonardo's Children's Museum? Guests travel to Enid, Oklahoma to play at our state-of-the-art, award-winning museum. These visitors often express surprise at the caliber of facility that we have. Once they learn the story behind it, they are even more impressed. For a community this size your children's museum is outstanding. Pulling the data for this year's reports was fun. Please take the time to study the information presented and think about the impact that Leonardo's has on guests and the community.

And finally, please remember that leadership at Leonardo's works hard to keep entry fees affordable. Admission to this children's museum covers about 30% of operational expenses. I am very proud of how efficient this organization is and how far we can "stretch a dollar." But Leonardo's MUST also have memberships, donations, grants, and event attendance to continue to grow. Please continue to partner with us to keep this Enid icon healthy and growing during an inflation ridden economy. Without YOU, Leonardo's would not be here. So, keep up the great work and let's see if we can beat this year's record! If you have ideas you want to share please give me a call at the museum, 580-233-ARTS, x1003.

2021 - 2022

BOARD OF DIRECTORS

Lynn Ballard
Board Chair

Patrick Anderson
Board Vice-Chair

Lynn Biddle
Treasurer

Susan Bowers

Merl Cordray

Chad Forebeck

Joe Gibson

John Merz

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Nicole Winfield

Anna Wyant

Ex-Officio

Tracy Bittle - Executive Director

FOUNDERS

Helen Mary Walker Garriott

Dr. Owen K. Garriott

30th Birthday Celebration Community Mural

At our 30th Birthday Party on September 24, when guests donated \$10 or more, they were given the opportunity to paint a spot on our community mural. The beehive was chosen as a symbol of community and the amazing things we can accomplish when we work together.



Event Sponsors

Bruckner Truck & Equipment	Hunter Property Management
Enid Chamber of Commerce	KH Financial
Enid Edward Jones Financial Advisors	Messer-Bowers Insurance
Groendyke Transportation Inc.	Park Avenue Thrift
Hive Appeal	Stride Bank
	T&C Meats
	Yellowhouse Machinery



For a total of:
\$19,200

Celebrating 30 Years

Leonardo's celebrated a major milestone in September of 30 years of inspiring children. In 1992 our founders officially established our 501c3 non-profit and set out to make their dream for our community a reality!

We celebrated for the entire month all culminating in a big birthday party. Leonardo's is known as a great place for parties, so we knew there was a high bar to meet. On September 24th we invited the community to celebrate with us. We had live science shows and challenges, a 30 years of Leonardo's exhibit, special commemorative merchandise, a giant 50' inflatable obstacle course, cake, and much more!

Another highlight from our 30th birthday party was our community mural fundraiser. We worked with local artists Hive Appeal to design a beautiful mural that our guests could help paint. With a donation of \$10 or more guests got to leave their mark at Adventure Quest. We wanted to give a new generation the opportunity to feel invested in Adventure Quest like the members of our community who built it from the ground up years ago.

We are very proud that we have inspired an entire generation of kids with fun hands-on arts and science, and we are thrilled at the opportunity to inspire the next generation.

Grants, Endowment and Scholarships Received

Park Avenue Thrift
(Spring and Fall Grant Cycles)

Cherokee Strip Community Foundation
(Annual Distribution, Endowment)

Whetstone Scholarship Fund

Anonymous Scholarship Fund

American Rescue Plan Act Targeted Grants via Oklahoma State Department of Commerce

Ray Davis Scholarship Fund
(Title 1 Scholarship Field Trip Attendees from EPS)

OG&E Science Club

Junior Welfare League Fashion and Design Institute

Oklahoma Arts Council
Art Smart Grant

Oklahoma Arts Council
LEAP Grant

Oklahoma Arts Council
Pandemic Recovery Grant

Cherokee Strip Community Foundation
(Grant for Museum Safety Devices)

Enid Arts Council
Art Quest

For a total of:
\$184,247



2022

YEAR END SUMMARY



Our Mission: Leonardo's enriches and inspires children of all ages by creating fun learning opportunities!



81,103

number of attendees at the museum

305 free admission passes were given back to the community

723 ACTIVE MEMBERSHIPS

2,339

EVENT ATTENDANCE

Includes:

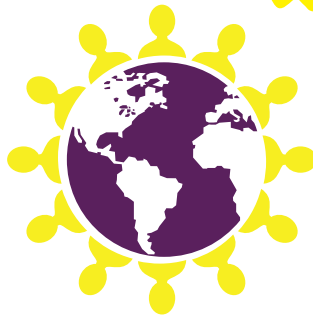
- Princess Ball
- Hometown Celebration
- Motor Mania
- Fall Festival
- Leo's Nights of Lights
- Noon Years Eve

Attendance at Saturday **Weekend Wonders** and **Art Quest** up **60%** in last 5 years

Visitors come from the world over to play here!



74

 of 77 Oklahoma Counties

15

 Foreign Countries

\$363,100

Contributed to the tax base of Enid & Garfield County

118

 Attended camp
63 Spring Break Camp
55 DaVinci Day Camp
Per day on average

187

 Birthday Parties

1,427 attended / 70% non-members

1,924

 FIELD TRIP SCHOLARSHIPS

Provided by the Davis Scholarship Program

474 OERB field trip scholarships
31 received scholarship memberships
39 students received tuition waivers



Leo's interns and **volunteers are vital** to keeping expenses down.

\$29,280

 Expense Saved from Interns

\$17,340

 Expense Saved from General Volunteers

4,527

 Volunteer Hours

66.5

 Average Number of Volunteer Hours

68

 Number of Unduplicated Volunteers

LEONARDO'S

 CHILDREN'S MUSEUM

200 East Maple • Enid, Oklahoma 73701
leonardos.org

