



FY 21 Year In Review July 1, 2020- June 30, 2021

I am very excited to share this annual update with you, now in my role as the new President and CEO of Port Discovery Children's Museum! Since taking the lead in October 2021, I have spent much time reflecting on the incredible work completed last year by the museum's amazing board and staff in the face of unimaginable circumstances.

The fiscal year began in July 2020 with the museum building still closed in lockdown; however, our museum staff understood better than most the toll that prolonged isolation was taking on Maryland children and families. That summer, our Education department ramped up its virtual programming and was offering a robust menu of virtual field trips and workshops. Our partnerships team was making new connections through the distribution of thousands of PlayPacks and learning kits, which provided regional children with supplies and resources to support purposeful learning at home.

Then, in October 2020, we made the momentous decision to reopen to the public (with reduced capacity limits). Our cautious optimism bloomed through fall 2020 and winter 2021 as we witnessed families return to the museum to play, to relax, to learn, and to reconnect as a family. We are grateful to all of the visitors and members in FY21 who trusted the museum to be a safe place to come to and stretch out after the confines of home.

The first half of 2021 continued at a measured pace, with more and more attendance days sold out (again, operating with reduced capacity limits); 10-week sessions of virtual after school programming at 15 schools; strengthened partnerships with Baltimore City Schools, House of Ruth, Asylee Women Enterprise, Centro Sol, and the Esperanza Center; and the launch of the PlayMakers access program, which provides reduced admission of \$3 per person to Maryland families who present an EBT/ Independence Card or WIC ID card, valid for up to five family members and available on any day the Museum is open to the general public.

I will not lie – FY21 was bittersweet, to put it mildly. The museum both had to make some difficult administrative decisions as well be a part of the learning recovery effort for Maryland children and families.

As you review the recap of Port Discovery's fiscal year, I hope it inspires you to continue to be part of our forward journey. We survived FY21 due to the unwavering support of dedicated donors, large and small, like you who understood the museum's value and commitment to children and families. For this next year, we aim to thrive!

With gratitude,

Carter Polakoff

Carter Arnot Polakoff
President and CEO



FY21 By the Numbers

Since reopening in October 2020, Port Discovery operates at a reduced capacity: 4 days per week (Wednesday, Friday, Saturday and Sunday), 2 play sessions per day (10am-1pm and 2pm-5pm), with a 25% occupancy limit (which equals 300 visitors per session, up to 600 visitors per day).

With these parameters in place, in FY21:

- 32,640 visitors came to Port Discovery between October 2020 and June 2021
- 780 new families joined or renewed their museum membership
- In its first two months of launch (May-June 2021), the Playmakers access program drew in 124 families (totaling 198 children and adults) to the museum

Our educational department built robust programming and created resources to meet a variety of community needs, for which the following took place in FY21:

- 66 sessions of live virtual programs (one-off workshops) that serviced 3,346 students and 800 adults/caregivers/teachers: 4146 total participants.
- 14 live virtual after-school sessions (encompassing 3-5 meetings per session) that served 998 students and 339 adults/caregivers/teachers: 1337 total participants.
- Virtual programming reached students and adults in 16 Maryland counties as well as in Washington DC; Cobb County, GA; Fairfax County, VA; and King County, Washington State!
- Museum on the Road visited four locations where we safely served 335 children and adults with on-site in-person workshops.
- Over 5000 PlayPacks and learning kits were assembled and distributed to numerous Baltimore City and nearby County schools, Baltimore County Public Library, regionwide Judy Centers, and several Y of Central Maryland afterschool locations.
- 42 adults were trained and 38 kits distributed as part of our NICU Goslings neonatal program that educates families, caregivers, and hospital volunteers on how best to engage with premature infants using early language and literacy activities.



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Thank you to our FY21 donors!

Your support of Port Discovery sustained the museum through a challenging year, and your trust in the museum to serve Maryland children and families provided our staff and board the motivation to persevere, innovate, and deliver.

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