

PORT DISCOVERY
Children's Museum

ANNUAL REPORT 2022



What an extraordinary year FY2022



WOW! What an extraordinary year. I am so grateful for all that the Museum team and I have survived and thrived in this fiscal year. So much has happened since I became President of Port Discovery in October 2021 – it has truly been a learning journey that has oriented the Museum for focused growth. Preparing this annual report has been a wonderful opportunity to review our work of the past year, applaud our successes, as well as reflect on lessons learned.

Museum staff and I spent FY2022 strengthening Port Discovery's core mission of connecting children and families to opportunities for purposeful play and learning within our walls and beyond. This mission played out in quantity and quality with new programming, targeted partnerships, and investment in essential access initiatives – all while carefully navigating health metrics, reopening protocols, and listening to our visitors in order to provide the safest and most fulfilling experience at the Museum.

In the following pages, you will read about the exciting and meaningful work of the past twelve months, including: the launch of Two Generations At Play and about the cohorts of Fathers at Play and Parent at Play, both of which were designed for parents of young children to have time together to learn bonding strategies, network, and build support systems; strengthened partnerships with the City of Baltimore Health Department and Johns Hopkins to host on-site vaccine clinics; and celebrating the results of the PlayMakers access program on its one year anniversary.

The Museum's priority for FY22 was clear – to support the social-emotional health of and fill in the learning gaps for families as we navigated community reopening. We were sure of our direction as we saw visitors steadily coming back to the museum throughout 2022. What a joy it was to see our walls slowly fill with laughter, wonder, learning, and excitement as more and more families came to Port Discovery, knowing it was a trusted, safe space. While there were some expected dips and challenges during the winter, the spring and summer brought sunnier skies and renewed enthusiasm for both visitors and staff.

With foundational programming in place and strengthening visitor data, Port Discovery is charting a hope-filled and purposeful future. We are so lucky to have a robust constellation of partners, supporters, and advocates – like you! – who are equally committed to Port Discovery's mission of serving children and families. We hope that this Annual Report gives you as much optimism as it does us.

With gratitude,

A handwritten signature in blue ink that reads "Carter Polakoff".

Carter Arnot Polakoff
President and CEO

FY22 By the Numbers

137,678

Total attendance in fiscal year 2022

2,244

Museum memberships sold or renewed

12,274

Student and school groups who came to the Museum for in-person on-site visits -- 44% representing Title I Schools

5,872

Students and teachers served through outreach programs at schools, community centers, and educational partners

3,300

Attendees who got a taste of Port Discovery at 36 community events around the region, including the Maryland Zoo, Dundalk Street Festival, Horizon Day Camp Cancer Walk, and Fort Meade family day

2,571

Students and youth groups served with live virtual programming

171

A Number of hours dedicated to the Museum by corporate volunteers. Thank you to PricewaterhouseCoopers, BGE, and Morgan Stanley!

Event Highlight

For four consecutive Saturdays, Port Discovery hosted a suite of health, wellness, and family fun activities throughout the museum, including all-day free COVID-19 vaccine clinics, dance and movement programming, and pediatrician Q&A. A huge thank you to CareFirst, University of Maryland, and the City of Baltimore for supporting this effort!

119

Vaccines given

5000

Museum tickets provided to vaccine clinics across Baltimore City

PORT DISCOVERY
Children's Museum

PlayMakers

PlayMakers celebrated its one year anniversary in FY22! This access program provides reduced admission of \$3 per person to Maryland families currently receiving nutritional assistance who present an EBT/Independence Card or WIC ID card, available on any day the Museum is open to the general public for up to five family members. Importantly, PlayMakers is a program that frames a visit to the museum as an invitation to participate, rather than a charitable event, as its scheduling flexibility gives families agency over their museum visit experience and encourages them to return and develop museum going habits.

7,678 families partook in the PlayMakers program to visit Port Discovery in FY22

10% of PlayMakers families became repeat visitors to Port Discovery

Data shows that families are coming from as close as the Water Street apartments a few blocks away from the Museum, and as far as Hagerstown, Frederick, Waldorf, Elkton, Easton, and Salisbury. PlayMakers families from almost all Maryland counties have come to Port Discovery!

Two Generations at Play

We were proud to introduce Two Generations At Play in FY22! This initiative targets the growth and development of young children from birth to age five in conjunction with strengthening their relationships with adults and caregivers. Two Generations At Play was piloted with Fathers At Play, a series of weekly workshops where fathers/male caregivers learned about the basics of childhood development, play-based interaction strategies, and networking opportunities.

In FY22, Fathers at Play:

Hosted 4 cohorts of fathers over 16 workshop sessions

Provided services to fathers in Baltimore City, St. Mary's County, and Charles County

Served a total of 29 dads and 37 children between the ages of 1 and 10

A Notable Homecoming

After a nationwide search, Carter Arnot Polakoff was selected as Port Discovery's second ever President & CEO in October 2021. A former Museum intern and founding staff member, Carter proudly returned to Port Discovery in the fall of 2020 first as Vice President, before being named President & CEO.



A Milestone Goodbye

After 20+ years at the helm, Bryn Parchman retired as Port Discovery's President & CEO in 2021. A beloved leader in Baltimore's cultural community, Bryn has been a part of Port Discovery since its opening in the historic fish market building at 35 Market Place through the grand reopening of a port-themed renovation in 2019

image: Bryn Parchman with Board Chair Dennis Rasmussen.





PLAY IT FORWARD 2022

After two years, Port Discovery's staff was thrilled to welcome its supporters, families, and friends back into the Museum for two nights of purposeful play! Under the theme of a Carnival of Play, over 500 guests over two nights – one night for grownups and the second for the whole family – came to Port Discovery to mix, mingle, and be reminded of how much fun it is to learn and play and laugh together.



2022 PLAY IT FORWARD

PlayMaker

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Thank You!

Thank you to all of our supporters who gave in past last year! Your donations were essential for Port Discovery as we navigated toward a better, brighter future. Your trust in the museum to serve Maryland children and families provided our staff and board the motivation to persevere, innovate, and deliver.

The list below represents gifts and donations made across all museum campaigns between July 2021 and June 2022

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American Trading and Production Corporation
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Thank You!

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Thank You!

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PORT DISCOVERY Children's Museum

Founded in 1998 and located in Baltimore City's Inner Harbor, Port Discovery is the region's preeminent children's museum. Port Discovery's mission is to connect children and families to opportunities for purposeful play and learning within our walls and beyond.

With 80,000 square feet of exhibits, experiences, and programs, a day at Port Discovery encourages children to use their imagination, explore how things work, build confidence, and learn and practice social and emotional skills. Since opening in 1998, the Museum has served over 5 million visitors as one of the Mid-Atlantic region's leading children's museum and is one of the top four most visited museums in Baltimore.



35 Market Place
Baltimore, Md 21202

<http://portdiscovery.org>
Main Line: 410-727-8120
info@portdiscovery.org