



Peoria PlayHouse Children's Museum 2016 Impact Report

MISSION

The Peoria PlayHouse Children's Museum provides children with the tools and inspiration they need to be explorers and creators of the world. We do this in part through understanding, supporting, and promoting play in the fullest sense of the word, one that includes imagination and creativity.



Dear Friends and Supporters:

I moved to Peoria four years ago. I came here not for a job, or because of roots in the Midwest, but because my family and I visited once and immediately knew that this was the right place for us. Over two days in June 2013 we met wonderful, smart, welcoming people and enjoyed a sampling of the many events, performances, and destinations the city has to offer. A few months later, we had moved to Peoria.

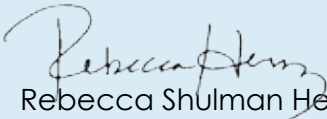


As wonderful as Peoria is, the PlayHouse makes it even better. PlayHouse staff recognize the potential impact of the work we do. Imagine our young visitors twenty-five years from now: these young adults are comfortable experimenting, and understand that they can create new things. They know how to identify the tools they need to succeed, and how to learn to use these tools. They understand that small failures lead to big successes. They are starting new businesses, and Peoria is home to hundreds of start-ups employing thousands of people. Neighborhoods are diversifying, as these young men and women easily befriend people from different backgrounds. They buy homes knowing that they have the power to transform their new neighborhoods. And they are impacting their communities through active political involvement – the majority of eligible adults vote in local elections.

As these young people have children of their own they take them to the PlayHouse, as well as the zoo, the nature center, the Riverfront Museum, art galleries; they visit Chicago and St. Louis to learn from the Field Museum and the Magic House and the Art Institute. **They are helping their own children become explorers and creators of the world.**

We invite you to dream with us, and collaborate in creating a beautiful future with and for our children.

Sincerely,


Rebecca Shulman Herz

Director, Peoria PlayHouse Children's Museum



We believe we are **catalysts.**

A good museum experience sparks experiences and ideas that happen after and between visits.

We believe the PlayHouse is for **all children and families**, regardless of income, abilities, or background.

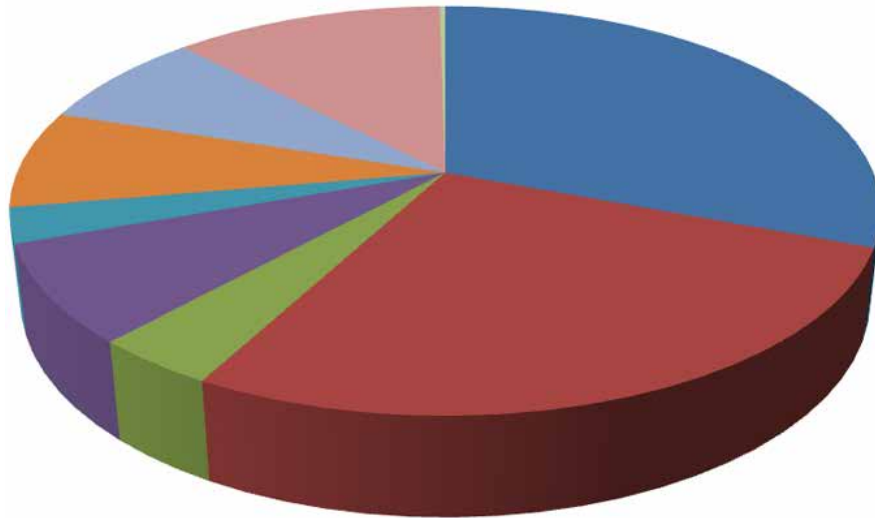
We believe we are more **effective** when we **collaborate** with others. Collaboration with individuals and organizations throughout and beyond Peoria allows us to effectively support families and achieve shared goals.

PlayHouse Administrative Staff:

Rebecca Shulman Herz, Director
Kristin Vannatta, Operations Manager
Courtney Baxter, Education Manager
Adrienne Huffman, Family & Public Programs Educator
Tiffanie McNeese, Scheduling & Event Coordinator
Wendy Ferguson, Development & Membership Coordinator
Evyette Torres-Collier, Exhibition Care Coordinator
Brittany Venzon, Operations Assistant

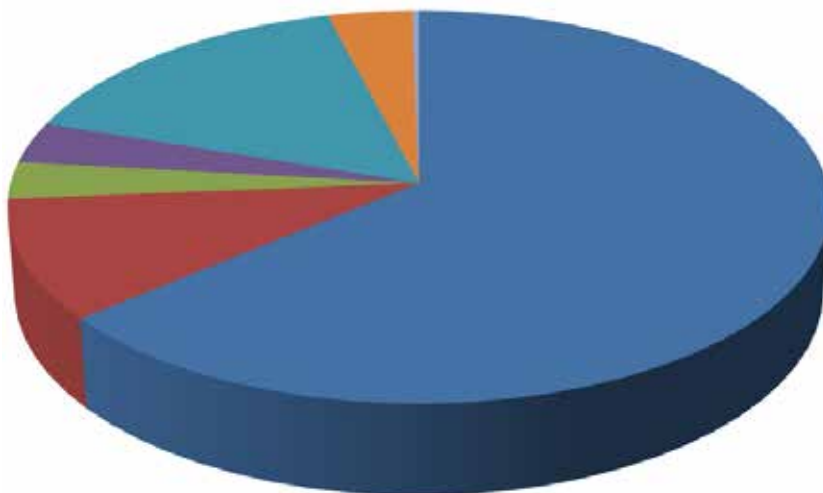
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2016 Revenue: \$693,440



- Programming-\$27,141
- Admissions-\$213,435
- Memberships-\$187,795
- Rentals-\$53,672
- Retail-\$19,133
- Events-\$53,784
- Donations-\$53,573
- Grants-\$83,217
- Other-\$1,689

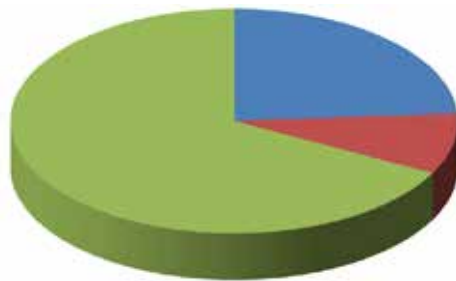
2016 Expenditures: \$709,250



- Staff-\$452,812
- Supplies and Equipment-\$70,099
- Marketing-\$21,499
- Fundraisers-\$24,110
- Admin. & Contractual Services-\$112,228
- Utilities-\$26,469
- Misc.-\$2,023

Free Admission Programs: 1753 Admissions

- Blue Star - 419 admissions
- Explorer - 154 admissions
- Free Admission Day - 1180 admissions



From its inception, the PlayHouse was intended to serve all children. To make this possible, the museum created the Explorer Program, which allows low-income families free three visits per year, as well as heavily discounted annual memberships.

The PlayHouse also offers free admission to active military service members and their families from Memorial Day to Labor Day through the national Blue Star program.

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2016 was the first full year of PlayHouse operations. During this year, staff and visitors learned about the benefits of play, as we all explored this new museum together!

Empowered to explore

Exploration is an important first step in learning about the world, and understanding how to live within and transform your environment. Children explore with their eyes, hands, and sometimes their mouths. The museum's six exhibits provide a safe space to explore; they also provide a jumping-off place for learning about the larger world of farms, rivers, trains, and more.



Empowered to imagine

As a child plays, a plastic disc becomes a hamburger, sand becomes a landscape, a bucket becomes a hat. Imaginative play encourages children to develop vocabulary and storytelling; it helps them learn and practice strategies for collaboration. At the PlayHouse, children are constantly imagining new worlds and stories, transforming the museum into a magical space where anything can happen.

We believe a kid can be anything they want to be. They need only the opportunity and inspiration to **imagine, practice, and become.**

Empowered to create

Whether children are figuring out how to make a tower out of toy bricks or an imaginary meal, or using carpentry and recyclables to create a brand new object, creation - making new things - requires experimentation and problem solving. While creating, children not only learn to use tools and materials, they learn how to learn and adapt, so that they know they can solve the next challenge to come their way.

Empowered to learn

Children learn through play. As they climb in the chicken coop climber, try on costumes in the theater, dig in the kinetic sand, and send balls through wind tubes, they are exercising and improving social and motor skills, creativity, problem solving, and more.

**"Fell in love
with the PlayHouse from day one.**

My daughters spend hours here every time we visit! Their all-time favorite exhibits are the Sand Porch and Motion Commotion. However, each visit they find something new to explore. They have learned about nutrition, gardening/farming, what a "microscope" is, what a dentist does, what animals live in water, and so many other lessons through their experiences at the PlayHouse!"

-Sarah Chapman, PlayHouse member



**Memberships
sold:
2,020**

**Facebook rating:
4.8 out of 5 stars**



**2016 by the
numbers**

**Visitors:
86,957**



**Busiest day:
April 9th -
1,191 visitors**



**Students visiting
on field trips:
5,288**

2016 PlayHouse Supporters

Thank you to the organizations and individuals who donated during 2016

INDIVIDUALS

\$10,000 and above

John Salch
Dr. Jamie and Josh Smith

\$1,500-\$9,999

Polly and Glen Barton
Dr. Lindsey Ma
Dr. Christa Spates-Bell

\$600-\$1,499

Emily and Brian Cahill
Jackie and Kevin Colgan
Dr. David Conner
Dr. Thembi Conner-Garcia
and Dr. Ramon Garcia
Margee and Mike Cullinan
Alice and Mike Fritch
Lori and Michael Gudat
Rebecca and Nathaniel Herz
Dr. Terry and Michelle Ho
Barbara and Jim Kane
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Peg and Steve McCardle
Cheryl and Michael Quine
Kathy and William Rohner
Lisa and Kevin Schoeplein
Holly Shulman
Priscilla and Seth Slaughter
Sandy Ullman
Christi and Joshua Walker
Mary Katherine Yarbrough

\$100-\$599

Pamela and William Albers
Carlotta and Gary Bielfeldt
Abby and Aaron Clark
Cathy and Dean Costello
Tammi and Joe Creed
Patricia Cullinan
Cindy and Bill Fischer
Judith and Brent Gwillim
Bonnie and Kent Noble
Jacqueline and Curtis White
Julie and Glenn Zipp

ORGANIZATIONS

\$5,000-\$24,999

Caterpillar Foundation
CEFCU
The Frances R. Dewing Foundation
McDonald's of Peoria and Bartonville
PNC Foundation
Roth Armstrong Hayes Foundation

\$100 to \$4,999

Ameren Illinois
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Communication Junction
Foster-Jacob Electric
Growing Smiles Pediatric Dentistry
Hagerty CDI
Heartland Doulas
Hometown Community Bank
Illinois American Water
IVY Club
Junior League of Peoria
Just Kidz Dentistry
Maui Jim
Morgan Stanley Peoria Branch
Nature Haven
Orthodontics Ltd.
PALS-Praise & Leadership School
Peoria Area Retired Teachers Association
Peoria Disposal Company
Pink Sugar Boutique
River City Construction
River City Enterprises
Rotary Club of Peoria-North
Scherer Mazda
Shine Therapy Services
United Health Group
Unity Point Clinic Pediatrics Methodist North

Thank you to the many wonderful people who have volunteered their time and talent to support the PlayHouse:

Brianna Baker
Paige Barney
Polly Barton
Aisha Basith
Amy Beckes
Barbara Ann Bolt
Elizabeth Brinegar
Lauren Burtscher
Emily Cahill
Amanda Campbell
Rebecca Carlson
Greg Carter
Abbey Cook
Aimee Cook
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Priscilla Slaughter
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Lisa Vondale
Corinne Wolffe
Lois Zaremba

2017

PlayHouse Advisory Board

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Jay Scholl

Lisa Vondale

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