

First 5

ANNUAL REPORT
2022
Summary



Next 5



Innovation is more than just our name.

Since opening its doors in 2017, MOXI has established itself as an epicenter of fun and joyful learning through interactive play and creativity. In these last five years - through fires, a debris flow, and a pandemic - MOXI has become so much more than a museum. It has become a place where the community comes together to explore, discover, and imagine new possibilities. It is a place where art intersects with science, engineering, math, and technology to inspire future generations. In these wonderful five years, MOXI has become a treasured community resource.

And we're just getting started. With our five-year strategic plan as our roadmap, we've started on some new endeavors to keep MOXI vibrant and innovative. This report is organized so you can see our guiding principles in action. **Based on four key initiatives, we will work to enhance MOXI's facilities, to continue to expand learning opportunities through informal learning programs, to collaborate with local schools, and to extend and elevate the profile of MOXI.**

We will continue to reach for the stars, to advance new guest experiences; some big, some bold, and all of them fun.

Thank you for making these first five years so memorable; I can't wait for the next five.

With gratitude,

Robin Gose, Ed.D.
President + CEO

Join us on our journey forward.

As I begin my term as MOXI's board chair, I am excited to lean into a new era of cultivating curiosity, innovation, and discovery. I am deeply grateful to my predecessors and this community for creating a solid foundation for MOXI to grow and thrive - despite the challenges of the past several years. It's clear: STEAM education is important to this community, and MOXI is making a difference.

I believe in the transformative power of science, technology, engineering, arts, and mathematics, and that our museum will continue to serve as a vibrant hub for learning with your continued support.

Andy Winchester
Board Chair

2022 By the Numbers

- 136,847** Guests Welcomed
- 5,306** Museums for All Admissions
- 238** Field Trips from **137** Schools
- 89%** Title I Schools
- 516** Teachers Admitted for Free
- 24** Camp Scholarships Awarded
- 12** Weeks of Camp
- 2,804** Membership Households
- 47** Events/ Private Events
- 22** Weddings



Enhance the MOXI facilities and exhibits so they remain current, relevant, and fun.

MOXI's temporary exhibit experiences in 2022 gave guests views they'd never seen - from the microscopic to the galactic, virtual reality, and beyond.

The Climate Change Challenge saw the inaugural multidisciplinary county-wide collaboration of the Environmental Alliance of Santa Barbara County Museums, as we welcomed guest artist Calder Kamin.

Sponsors

We are grateful to our Climate Change Challenge presenting sponsor SONOS, and additional sponsors: Bank of America, Cox Communications, Schlinger Family Foundation, Southern California Gas Company, The Environmental Alliance of SB Museums, and Art From Scrap.

The Night Café virtual reality experience generously presented by Kim L. Hunter + Paulo P. Lima, Ph.D.



Develop informal learning programs to expand the breadth and depth of learning opportunities.

From early learners to kids-at-heart, MOXI saw the return of adults-only Afterparty and Happy Hour events.

- Toddler Tuesday found valuable partners with SB Public Library and UCSB Child Studies Lab.
- MOXI's Camp programs continued to grow in year five by expanding the definition of what STEAM learning can be.

"My daughter had a wonderful time at camp. The experience of teaming up with the other kids and working on a project together was amazing."

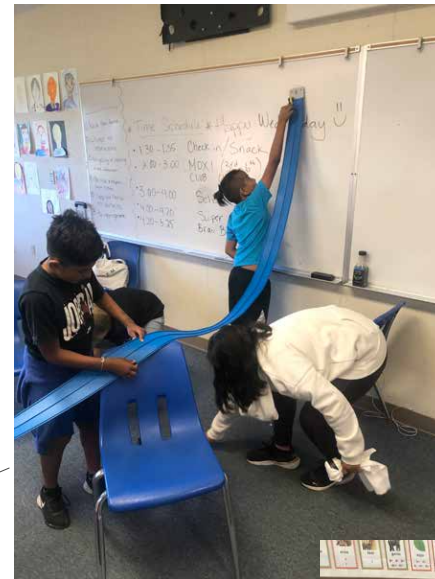
Camp Parent



Actively engage and collaborate with local schools.

New afterschool program brings MOXI out of the museum. During the 2022-23 academic year, MOXI's pilot after-school program offered students a chance to build the skills needed to succeed in STEAM careers through play-based activities focused on creativity, critical thinking, problem-solving, and collaboration.

Thanks to the George Ben Page Foundation, Henry Peterson Foundation, McAlister Foundation, Henry + Nanette Nevins Family, and Williams-Corbett Foundation for their support of the pilot program.



Strengthen community and industry partnerships to extend reach and elevate MOXI's profile.

MOXI's success in fulfilling our mission is possible thanks to the commitment and creativity of our community and industry partners.

Who You Should Know

- YouTube Superstar Blippi came to play at MOXI and inspired millions of new learners near and far.
- MOXI(e)2022 Honorees, Ed + Sue Birch
- Jill Levinson - MOXI's first board member emeritus

Parties with a Purpose

These events ensure MOXI can continue offering STEAM educational opportunities to all in our community.

The Power of MOXI Spring Luncheon

An inspiring and informative luncheon raised \$60K for MOXI's Educational Fund.

MOXI@Night

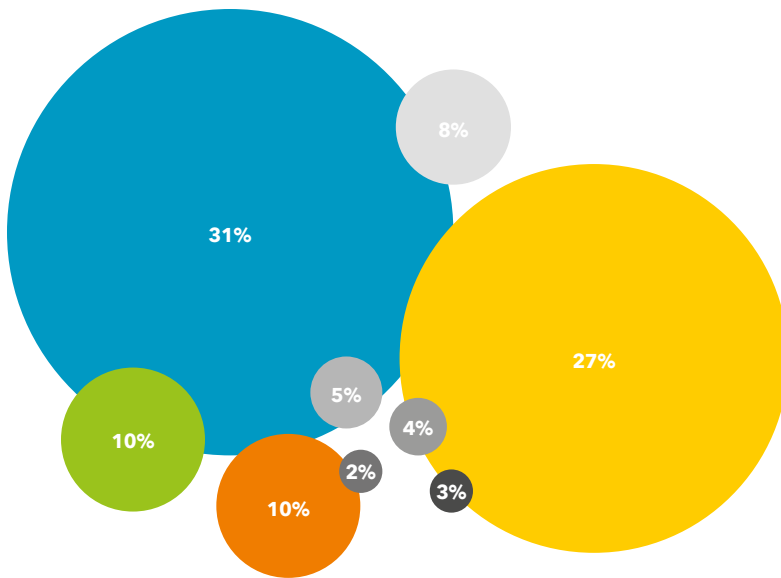
We reached for the stars, welcoming NASA Engineer Kendra Short and Astronaut Danny Olivas, and raising \$235,000 for outreach, STEAM education, and accessibility programs.



Financials

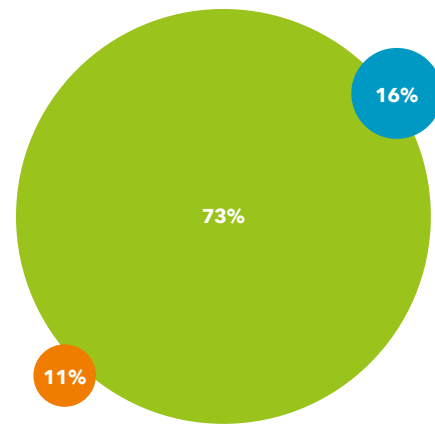
In the first full year open since pandemic-era closures, operating revenue in 2022 boosted by a healthy recovery in admission, membership, and facility rental income. These diverse revenue streams were amplified by generous support from our donors which allowed us to end the year in a strong financial position while setting a solid foundation for exciting new capital investments.

Total Operating Revenue: \$3,625,152



- Admissions
- Contributions
- Memberships
- Facility Rentals
- Special Events (net)
- Investment Draw
- Camps, Classes, Programs
- Store Sales (net)
- Government Grants

Total Operating Expenses (by function area): \$3,300,435



- Education, Exhibits, and Programs
- Development
- Management and Administrative

Post-pandemic Recovery Milestones:

- 85% increase in Admission Revenue
- 65% increase in Membership Revenue
- 120% increase in Facility Rental Income



View the full report at:



MOXI's mission is to ignite learning through interactive experiences in science + creativity. As a private 501c3 nonprofit organization, MOXI depends on the generous support of the community to fund its programs + exhibits.

Join us today in ensuring quality STEAM education for today's children and future generations at moxi.org.