

MOST*

...discover, learn & play!

Annual Appeal & Report

[Dino Zone Grand Reopening]
Members joined the MOST on August 11, 2022, for the grand reopening of the community-favorite Dino Zone exhibit.

Dear friend,

On behalf of the Milton J. Rubenstein Museum of Science & Technology, we are excited to present you with an overview of 2021 and 2022, years of growth, sustainability, and continued rebuilding out of the pandemic. In this piece, you will find annual financial reports from 2021 as well as some of 2022's many highlights.

Thanks to your contributions over these past two years, we have been able to carry on fulfilling our mission and vision in the Central New York area and beyond. As the world adjusts to post-pandemic life, your support enables the MOST to continue serving as a preeminent science and technology center, inspiring all generations through hands-on education and entertainment.

These last two years served as an excellent opportunity for the MOST to address sustainability. Not only were efforts and funds invested into infrastructure and Armory improvements, but an ambitious curation plan saw the opening of three major exhibits and attractions – the National Grid ExploraDome, the Philip Cooper Hewitt Gem & Mineral Gallery, and the newly renovated Honest Engine Films presents Dino Zone, sponsored by Upstate Golisano Children's Hospital. We hope you come to the museum and experience these wonderful new additions!

Thank you for your commitment to the MOST's motto of Discover, Learn & Play, a direct reflection of the importance of contextualized and hands-on science education in our community. As the year comes to a close, we hope you will continue to support the MOST's efforts to ignite curiosity, encourage discovery, and inspire investigation.

Sincerely,



Lauren Kochian
President

laurenkochian@most.org | (315) 425-9068 x2122



The MOST dedicates this annual appeal and report to our talented Art Director of 18 years and beloved friend, Katherine Almonte, who passed in April 2022. She is greatly missed.



2021 By The Numbers

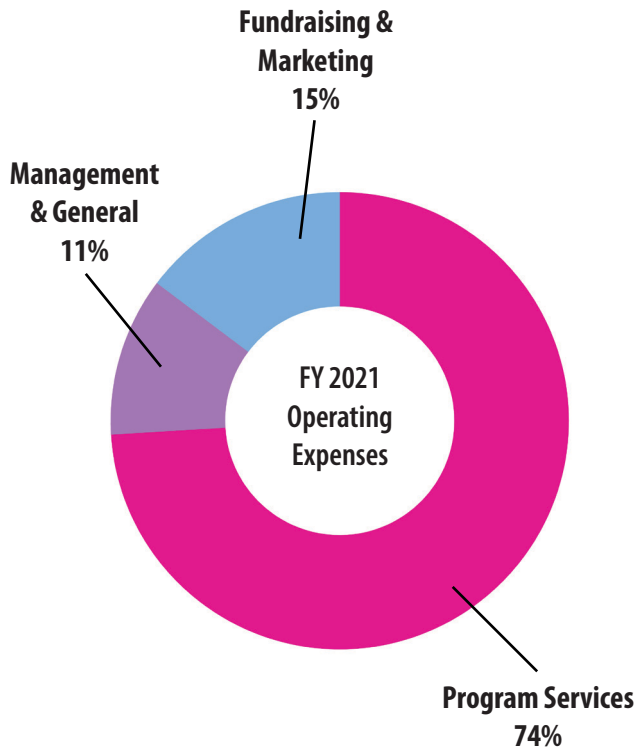
Audited Financials

Notes:

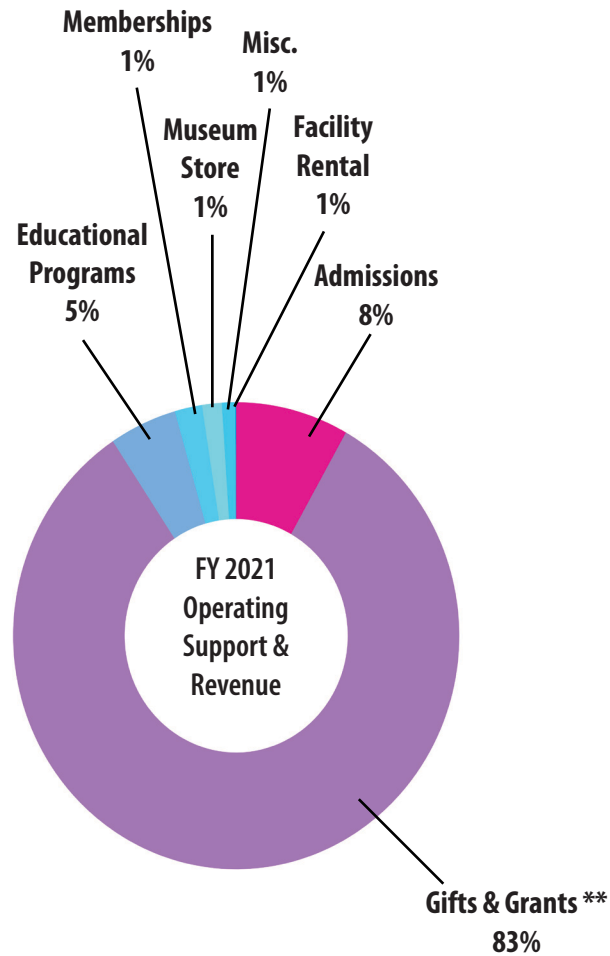
* In 2021, there was no revenue for IMAX, planetarium, or school field trips

** TAP into the MOST was not held in 2021

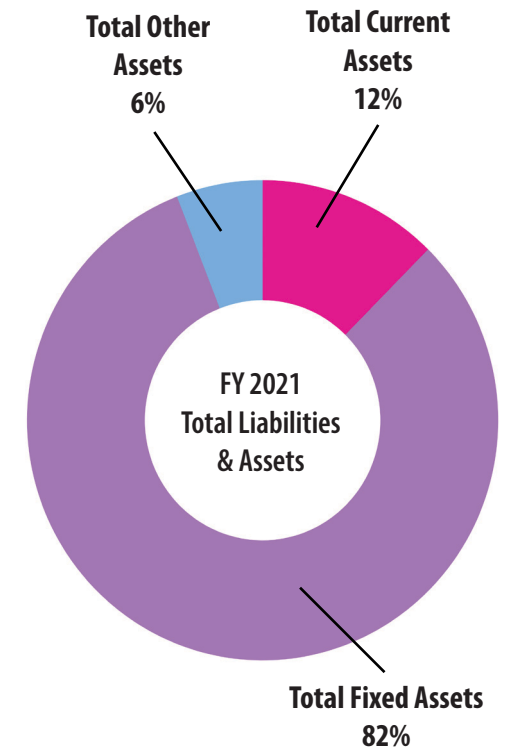
** Includes a PPP loan and a Shuttered Venue Operators Grant (SBA funding)



FY 2021 Operating Expenses	
Program Services	\$1,665,755
Management & General	\$253,090
Fundraising & Marketing	\$331,189
Total: \$2,250,034	



FY 2021 Operating Support & Revenue	
Admissions*	\$333,624
Gifts & Grants**	\$3,361,994
Educational Programs	\$199,839
Memberships	\$80,480
Facility Rental	\$2,623
Museum Store	\$57,673
Miscellaneous	\$39,616
Total: \$4,075,849	



FY 2021 Total Liabilities & Assets	
Total Current Assets	\$1,000,027
Total Fixed Assets	\$6,590,600
Total Other Assets	\$477,755
Total Assets	\$8,068,382
Total Liabilities	\$3,818,260
2021 Total Net Assets: \$4,250,122	

2022 National Grid ExploraDome

The MOST renovated its Omnitheater facility, converting it to a state-of-the-art digital theatre: the National Grid ExploraDome opened on April 9, 2022, a \$2.6 million capital campaign. The Omnitheater at the MOST was a rapidly-aging facility installed 20 years ago – it was outdated, presenting increased content limitations and an unprofitable business model. This unique project helped to redefine the MOST and Syracuse, helping to make Armory Square the next “it” destination for visitors worldwide.

The expanded technological capabilities and high-quality digital content provided by a new planetarium and multimedia system has had a significant positive impact on the ability of the MOST to adapt programs to science learning standards, broaden and expand program themes and styles, strengthen existing programs for underserved students of all abilities, widen audience demographics beyond traditional middle-school range, and forge new and strengthen existing connections with cultural and community institutions.

The new system offers a robust content library and customization options that enable educational programs to be tailored specifically to local and state science learning standards, allowing the MOST to better meet teachers’ and classrooms’ needs in the community.

There is an increased functionality that provides opportunities for a diverse range of programming suited for holidays, national space events (e.g., NASA launches, etc.), popular cultural tie-ins, and more.

MOST programs serving students of all backgrounds and abilities, notably the Science Learning Partnership (SLP), Future Innovators, and Sensory Friendly Science, now have the opportunity for broadened programming that is explicitly catered to their needs and interests. Customization allows for creating programming that is inclusive, accessible, need-based, and – most importantly – engaging!

In the past, MOST planetarium programs have been primarily aimed at students in the elementary and middle school age range; the National Grid ExploraDome allows the MOST to expand the audience to other demographics, including high school students, college students, and faculty, as well as a broader base of the general adult public. In addition, relationships with local universities will see improvement, as this provides a higher-level enrichment opportunity for postsecondary students that the older model planetarium experience did not.

The wealth of available content and the ability to customize makes generating new programs tailored for specific cultural events/partnerships far easier. In addition, the technological capabilities of this system allow for exciting programming partnerships with local and state groups, including Indigenous groups, arts/graphic design organizations, gaming/VR companies and players, local astronomy clubs and astronomical equipment companies, other planetariums and space museums, and cultural institutions/museums.

The upgraded facility includes comfortable seating, a seamless Spitz, Inc. dome screen, and new carpeting. The upgrade also includes a concessions stand with snacks and drinks for visitors, a comfortable theatre lobby with additional seating and tables, a ticket kiosk, and a multimedia lab for classroom and museum demonstrations.



March 2021 - October 2021

The upgrade includes a year of planning, fundraising, and construction

July 2021

Demolition of old theatre

October 2021

Lobby and media lab renovations began

November 2021

The MOST hosted its 40th anniversary party and announced the project

December 2021

Theatre renovations commenced

April 2022

Grand opening of National Grid ExploraDome

Presenting Sponsor:

National Grid

Screen Sponsor:

Honest Engine Films

Lobby Sponsors:

Novelis

Jayne & Larry Charlamb

Amy & Gary Slutzky

Jeff & Julie Rubenstein

Elaine Rubenstein

Media Lab Sponsor:

MolinaCares

Featured Show Sponsor:

Amazon

Seat Sponsor:

Margaritas Mexican Cantina

Ticket Kiosk Sponsor:

M&T Bank

Surround Sound

System Sponsor:

Syracuse Orthopedic

Specialists

Lighting and Projection

System Sponsor:

The Marsellus Family

Closed Captioning Sponsor:

Lazar & Louge Families

Concessions Sponsor:

Solvay Bank

Emergency Lighting

System Sponsor:

Thompson & Johnson

Equipment Co. Inc.

Major Support

Provided By:

Central New York

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The Gifford Foundation

Jim and Juli

Boeheim Foundation

Lauren Kochian

Lena & Edward Kochian

Tracy & Jeffrey Kochian

The Mezzalingua Family

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Shineman Foundation

Jennifer & Britton Smith

The Stevenson Family

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Wegmans

Milky Way Galaxy:

Bousquet Holstein PLLC

Cynthia & Michael Brunner

The Leone Family

The Rubenstein – Riley Family

Andromeda Galaxy:

Allyn Family Foundation

The Dorothy and Marshall M.

Reisman Foundation

Mary & Larry Leatherman

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Jenifer Weisenthal

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and Jake

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The Julka Family

Dr. Elizabeth Liddy

IBEW Local 43

Union Electricians

Mackenzie Hughes LLP

Anthony Malavenda &

Martine B.Y. Burat

Patricia & William McAvoy

Seneca Nation

Doris & Rick Shubert

NOW PLAYING:

Backyard Wilderness Documentary, Dinosaurs of Antarctica Documentary, and Dark Universe Planetarium Show



- **MOLINACARES MEDIA LAB DEMOS: (Daily at 2 pm)**
- A place where media and science come together! This space
- includes camera equipment and gear for video production,
- presentation station used for live demonstrations and
- recording, video and media editing workstation for staff,
- mobile media production setup used for live streaming and
- multi-camera recording, and PC stations for workshops and
- classroom demo sessions.



"In line with our mission, we knew that renovating the theatre would bring new vibrancy to Downtown Syracuse, as well as a new and exciting educational resource for the community."

- Lauren Kochian, President



2022 Accomplishments & Impact

EBT Admission Program

At the MOST, we are dedicated to inclusion and accessibility. We understand that our current times have made things difficult for some families and we want to ensure that all children still have the opportunity to come to the MOST. For just \$2 per adult and \$1 per child, EBT cardholders can experience educational activities and exhibit fun. In 2021, the MOST served over 31,000 EBT community members.



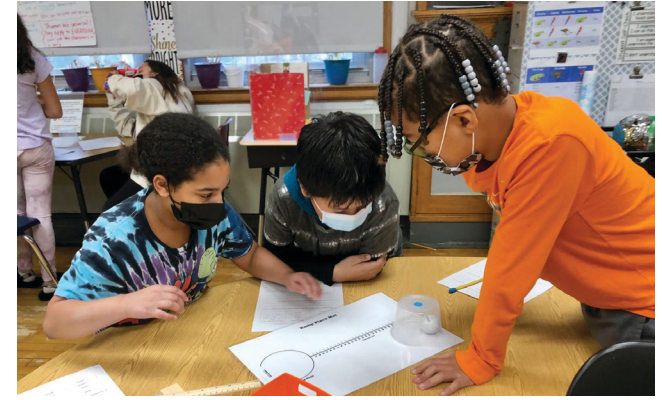
Be the Scientist

Career exploration program "Be the Scientist" is now free, thanks to a partnership with Amazon. Once a month, children learn about a new STEAM discipline and explore the Museum at no cost. Topics range from "Be the Zoologist" to "Be the Robotics Engineer."

- We saw record-breaking attendance and sales for February Break week, with almost 10,000 visitors and \$80,000 in sales. MOST education department and guest services supported excited visitors for eight consecutive days.



National Grid Science Learning Partnership



National Grid Science Learning Partnership is a collaboration between the MOST and the Syracuse City School District that annually welcomes every universal pre-kindergarten, kindergarten, fourth- and eighth-grade student within the district – a total of nearly 6,000 students – into the Museum for a field trip and day of hands-on science experiments.

STEAM Explorers



To address the persistent lack of racial, ethnic, and gender diversity in science and technology careers, the MOST is committed to providing learning opportunities to students from groups historically underrepresented in STEAM. Through hands-on programming and collaboration with our community partners, the STEAM Explorers Inclusion Programs are one way the MOST ensures that science learning is available for all.

Steamboat Challenge 2021



Bridges Build 'Em & Bust 'Em 2021



CNY Science & Engineering Fair 2022



Rocket Team Challenge 2022

STEM Challenges

The MOST organizes four FREE STEM Challenges and a regional science fair. The MOST provides all materials and training to support the students, educators, and guardians. *Not pictured: Robotics and Embedded Systems Challenge, new for 2023.

Philip Cooper Hewitt Gem & Mineral Gallery



Explore earth sciences, mineralogy, geology, paleontology, and chemistry in the new Gem & Mineral gallery, opened in April 2022.

Honest Engine Films presents

Dino Zone

sponsored by

Upstate Golisano Children's Hospital



Reopened in August 2022, this refurbished animatronic dinosaur exhibit explores paleontology, archaeology, and biology (animal science).

Science Shop



The refurbished Science Shop features new and more inclusive merchandise. Remaining the only children's retailer in Downtown Syracuse, the shop reopened in July 2022.

Armory Upgrades



Upgrades of \$286,000 were made to preserve, restore, and maintain the historic armory, including roof, paint, carpet, gutters, and bathroom remodels.

SUNY College of Environmental Science and Forestry Summer Science Week



Begun as a program to highlight the cleanup of Onondaga Lake and the surrounding watershed, Summer Science Week is a free summer camp program that has evolved into the premier opportunity for eighth-grade graduates to get hands-on fieldwork experience and exploration of environmental science concepts, practices, and careers before entering high school.

AT&T 'Cuse Digital Experience



AT&T, the MOST, Tech4Kidz, and Syracuse University partnered to create the region's first free digital literacy and educational summer program to address equality issues in technology education and help local students impacted by the digital divide.

Sensory Friendly Science presented by Visions Federal Credit Union



Sensory Friendly Science presented by Visions Federal Credit Union is a set of resources, programs, and exhibits designed to support STEM learning for children and adults with sensory-processing difficulties, autism, and other developmental disabilities. From hands-on activities for home learning to our award-winning Sensory Friendly Time sessions each month, Sensory Friendly Science is just one way the MOST fulfills its mission of science education for our community.



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