

The title "IMPACT REPORT 2021" is displayed in large, bold, white, sans-serif capital letters on a red rectangular background.

IMPACT
REPORT
2021

OCTOBER 1, 2020 - SEPTEMBER 30, 2021



IMPACT SNAPSHOT

After surmounting the challenges of 2020, we realized those very challenges led to growth and innovation. When FY2021 began, the Perot Museum was poised to reimagine our impact in the community. Inspired by our visitors, whose bright smiles, wide-eyed wonder and audible *wows* bring joy to the Museum, we saw the return of our programs and the launch of new and engaging initiatives.



WELCOMING VISITORS

The excitement of our 11 exhibit halls is most palpable when explorers of all ages spend their day delving into the world of STEM. To help our visitors recapture - or discover for the first time - that sense of wonder, we strove to safely remain open while bringing new initiatives to enhance the guest experience throughout FY2021.

- ▶ Perot Museum welcomed back **413,567** visitors.
- ▶ Future scientists were inspired on **345** field trips.
- ▶ Thursdays on Tap greeted and entertained **15,892** guests.
- ▶ Households celebrated science with **12,307** Museum memberships.
- ▶ Community Partners broke down barriers distributing **2,690** Museum memberships.



CHAMPIONING STEM

Students of all ages and backgrounds deserve unmatched resources to spark their love of science and nourish it for years to come. As North Texas heads to the future as a STEM industry leader, the Perot Museum dedicated FY2021 to providing experiences and programs designed to support educators and children across our community.

- ▶ TECH Truck's hands-on programming engaged **25,576** participants.
- ▶ The Whynauts video series launched 11 episodes reaching **59,965** students.



DEAR FRIENDS,

While every year brings with it its own unique set of challenges and opportunities, 2021 in particular amplified for us just how critical a role the Perot Museum plays in supporting our community. With students experiencing mounting learning loss in STEM due to the fallout of the COVID pandemic, it was clear we needed to find new ways to deliver the informal science experience that is so critical to inspiring minds of all ages.

With field trips at a total standstill, we consulted with over 30 local school districts to ascertain their needs and to determine how the Museum might help meet those needs. From these deeply informative meetings the free, award-winning, locally relevant, bilingual Whynauts series was born. Ambitious in scope and scale, The Whynauts represents a significant investment in virtual learning that will continue to inspire students and assist educators for years to come.

But our efforts to combat STEM learning loss did not begin nor end with The Whynauts. Knowing that hands-on experiences can provide a special, tactile spark of the imagination, we expanded our TECH (Tinker, Engineer, Create and Hack) Truck fleet and created individual STEM-based Wonder Kits® in partnership with the nonprofit Dallas Afterschool. For those unable to visit the Museum, we did our best to bring the Museum to them.

These are but a few examples of the many ways in which the Perot Museum strives to inspire minds through nature and science. We hope you'll take a few moments to review the following pages and be inspired yourself by the tremendous impact our programs, special exhibitions and exhibit halls have on our community. Indeed, while there is much work left to do, we are heartened that the learning gap has begun to narrow - and we will continue our efforts to support students and educators in meaningful ways.

As we look ahead to 2022 and the 10th Anniversary milestone of the Perot Museum, we are grateful for your support and excited to share with you all that comes next. These first 10 years are only the beginning of a long and wonderful journey. Thank you for taking it with us.



DR. LINDA SILVER
Eugene McDermott Chief Executive Officer



KAREN KATZ
2021 Chair, Board of Directors

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BRINGING MOMENTS OF INSPIRATION

As we began the Fiscal Year on October 1, 2021, the Museum was back to doing what we do best: inspiring minds through nature and science. Our staff and volunteers worked tirelessly to safely and confidently remain open for guests to experience the wonders of our 11 permanent exhibits. Seeing the future generation of STEM pioneers explore, imagine and play inspired us to continue steadfast in our mission.

We see each visit to the Museum as a unique opportunity to inspire the next generation of STEM leaders. Throughout the years, the Museum has brought traveling exhibitions to further spark that lifelong love of science.

This year was no exception as the vast and extraordinary world of STEM was on full display to delight and amaze guests of all ages. **Just like the very first day we opened our doors, we were inspired to see visitors of all ages - our community - immerse themselves in science while having fun and making lifetime memories.**



RECORD-BREAKING FEATS

The fastest, the tallest and the strongest were all under our roof this year. Presented by Highland Capital Philanthropies, *The Science of Guinness World Records™* made its U.S. debut in March 2021. Guests learned what it takes to master these seemingly impossible challenges, the physical and mental thresholds humans possess and the scientific principles that explain their awe-inspiring feats.

From the smallest stop-motion film to the largest Pac-Man videogame, from the most drumbeats in one minute to the most consecutive pinky pull-ups, exhibition goes discovered some of the most astonishing record titles with opportunities to challenge themselves and others in pursuit of their own GUINNESS WORLD RECORDS glory.



MESMERIZING MINERALOGY

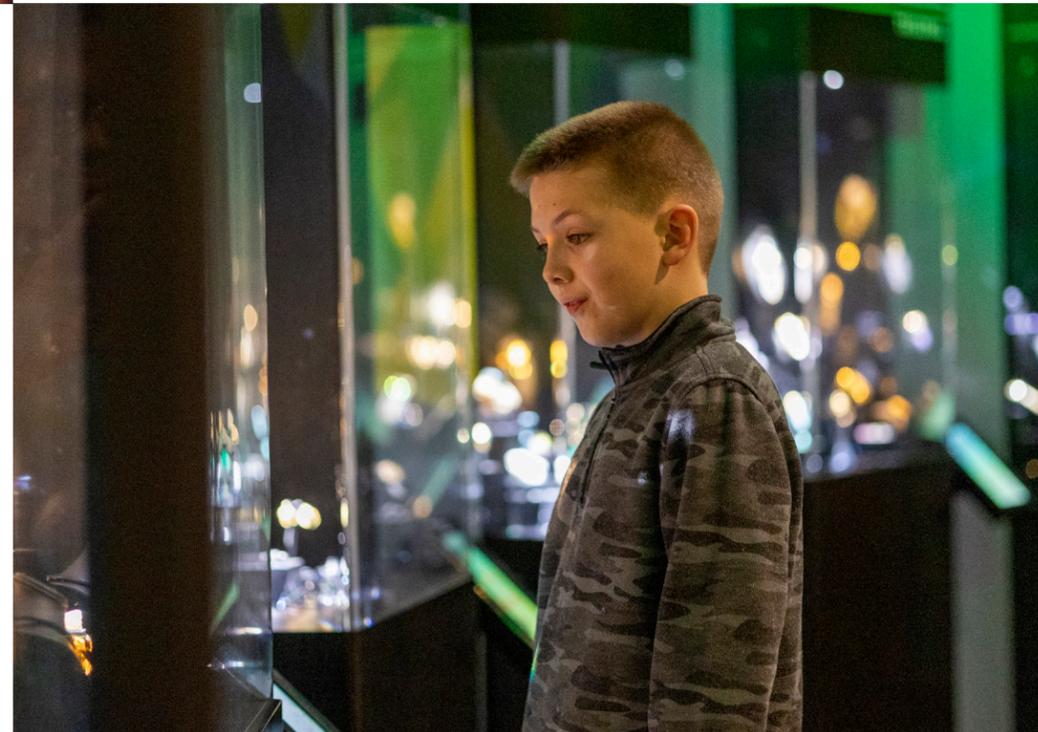
The fascinating appeal of the *Lyda Hill Gems and Minerals Hall* was made even more eye-catching in 2021. Initially launched in January 2020, *Nature's Art - The Mineral Beauty of China* proved that nature's beauty rivals the greatest works of art. The exhibit's initial run was extended through September 2021 to draw in captivated visitors with over 70 specimens of ornate minerals. An extra dose of mineralogy joined the hall with the addition of Dragon's Lair Gold and the Ausrox Nugget. On loan from the Pinnacle Collection, these two Australian gold pieces quickly became favorites among our visitors thanks to their astounding 110-pound combined weight. We are proud to have displayed nature's incredible power and inspire the next generations to dream of exploration and discoveries of their own.



ENGINEERING MARVELS

In September 2021, guests were invited to marvel at the architectural and engineering genius behind 20 of the world's most iconic skyscrapers with *Towers of Tomorrow with LEGO® Bricks*, presented locally by Highland Capital Philanthropies. This engaging, hands-on exhibition allowed guests to get a close look at the ingenuity behind the construction of these eye-catching towers, recreated

with over 500,000 bricks. From the Burj Khalifa (the world's tallest building) to the Empire State building and more, guests were inspired to construct their very own tower of tomorrow with over 200,000 LEGO® pieces. Our steadily rising metropolis soon began to take shape with the imagination and skill of the future generation of architects, engineers and builders.



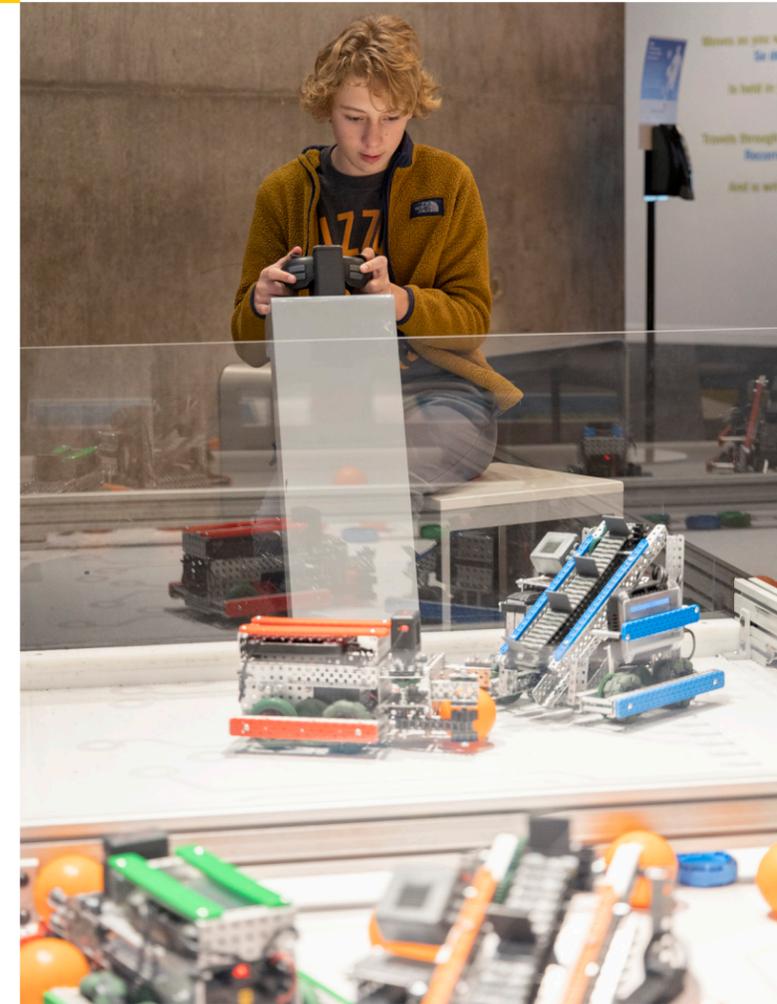
DEEPENING COMMUNITY CONNECTIONS

In 2021, we reimagined how we connect with and make an impact in our community. The “ah-ha” moments that inspire a love of nature and science must extend beyond our walls to reach those around us. Through our innovative educational programs and community engagement initiatives, we committed to breaking down barriers and supporting the next generation of STEM leaders as they envision their future.



REACHING OUT

We firmly believe there are no limitations to scientific discovery, and there are no limitations to who can discover a love for science. This past year, the Museum’s Community Partners program dedicated its efforts to expand our community outreach. Along with its incredible \$1-admission offering that has opened the doors to science for countless visitors, in 2021 Community Partners teamed up with more than 20 organizations to extend 2,960 yearlong Museum memberships to families for whom the cost of admission was a barrier. Along with the incredible discounts, members-only events and opportunities for deeper STEM exploration, these memberships have welcomed more families to our Museum community, encouraging thousands of children to nourish a love of science and dream of what they too can achieve.



As more learners of all ages explored our halls, our TECH (Tinker, Engineer, Create and Hack) Truck fleet continued to deliver opportunities for exploration and discovery to neighborhoods across North Texas. During the summer months - when learning loss is a common occurrence - students were able to access high-quality educational resources. The Museum’s TECH Trucks teamed up with nonprofit Dallas Afterschool to provide 15,000 hands-on, STEM-based Wonder Kits®. These enriching learning experiences outside the classroom and beyond the Museum’s walls were instrumental in supporting students and fostering their creativity and confidence.

This project was made possible in part by the Institute of Museum and Library Services, PPG, ExxonMobil, Capital for Kids, Junior League of Dallas, Nancy and Randy Best and Pat and Gill Clements Foundation.

MEETING THE NEEDS OF EDUCATORS

A significant step in serving the statewide school system was taken this past year. Seeing the challenges faced by school districts and educators across the country pushed us to innovate.

With the goal to build our programming around the needs of educators, early on during the pandemic, the Museum met with over 30 school district representatives. Their feedback was invaluable in bringing to life our most ambitious educational resource to date: The Whynauts.

The 11-part bilingual video series is designed to bring students, from kindergarten through 8th grade, on interactive, digitally enhanced STEM journeys. Students join The Whynauts for adventures exploring the scientific wonders found in the Museum and across Texas. From paleontology to engineering to the solar system, each episode explores a STEM topic to capture the imagination.

To support educators in school and parents at home even more, the episodes are part of an entire suite of learning materials, including TEKS-aligned educator resources with robust lesson guides, enrichment activities, at-home activities and more. To further engagement with diverse communities, all resources are available in Spanish.

Officially launched in May with two episodes, the video series immediately began to make an impact. Easily accessed via the Museum's website, this incredible resource shows there are no limits to STEM discovery for school-age children across the state and beyond. As of August 2021, the Museum has launched 11 episodes reaching 59,965 students, and that number continues to grow as more and more educators, parents and students discover The Whynauts.

**The Whynauts was made possible by the Perot Foundation, The Lamar Hunt Family, Lyda Hill Philanthropies' IF/THEN Fund at Texas Women's Foundation, City of Dallas Office of Arts and Culture, Texas Instruments and PetroCap.*

EXPANDING PROGRAMMING

The Museum's 11 permanent halls and traveling exhibitions are just part of how our guests can immerse themselves in the wonders of science and nature. As we stepped into FY2021, we refocused our efforts to enhance the programming our guests could access during their visits and give them more opportunities to explore, imagine and be inspired.



FOR LEARNERS OF ALL AGES

For our younger visitors, the powerful moments of self-guided adventure were enhanced by the hands-on experiences of the Museum's labs. In the *Texas Instruments Engineering and Innovation Hall*, STEM's future leaders flexed their creative muscles while participating in maker workshops in the **ChALLENGE Lab**. Just a few steps away in the *Being Human Hall*, the Bio Lab, presented by Children's HealthSM, brought science to life with engaging experiments that opened up the world beyond what is visible for every child that stepped into the Museum. In the course of the year, thousands of young minds took on exciting challenges in these labs and delved into the many amazing facets of STEM.



Because igniting a love of science is not limited by one's age, our mission to inspire minds extended to the lifelong learners ready to nourish or recapture the magical feeling of exploration and imagination. This past year, our efforts to create a space for such enjoyment brought Thursdays on Tap to the community. Each Thursday evening, visitors spent time wandering through our halls with a 21+ crowd. With live music on the Plaza creating a perfect soundtrack for the night, attendees could take a break from their busy schedules and relax with friends and family.

SCIENTIFIC DISCOVERY IN OUR OWN BACKYARD

Since our beginnings, the Museum has been dedicated to being a leading resource for current and future scientists across the world. With a rich past waiting to be discovered in our own backyard, we reimagined paleontology, local projects and telling our history – the history of Texas.

Museum scientists worked tirelessly in our state-of-the-art Research and Collections Facility (opened in March 2020), where we steward more than 120,000 catalogued items of scientific importance. This collection and the work of our talented staff is preserving a critical piece of North Texas natural history.



FROM TEXAS TO THE WORLD

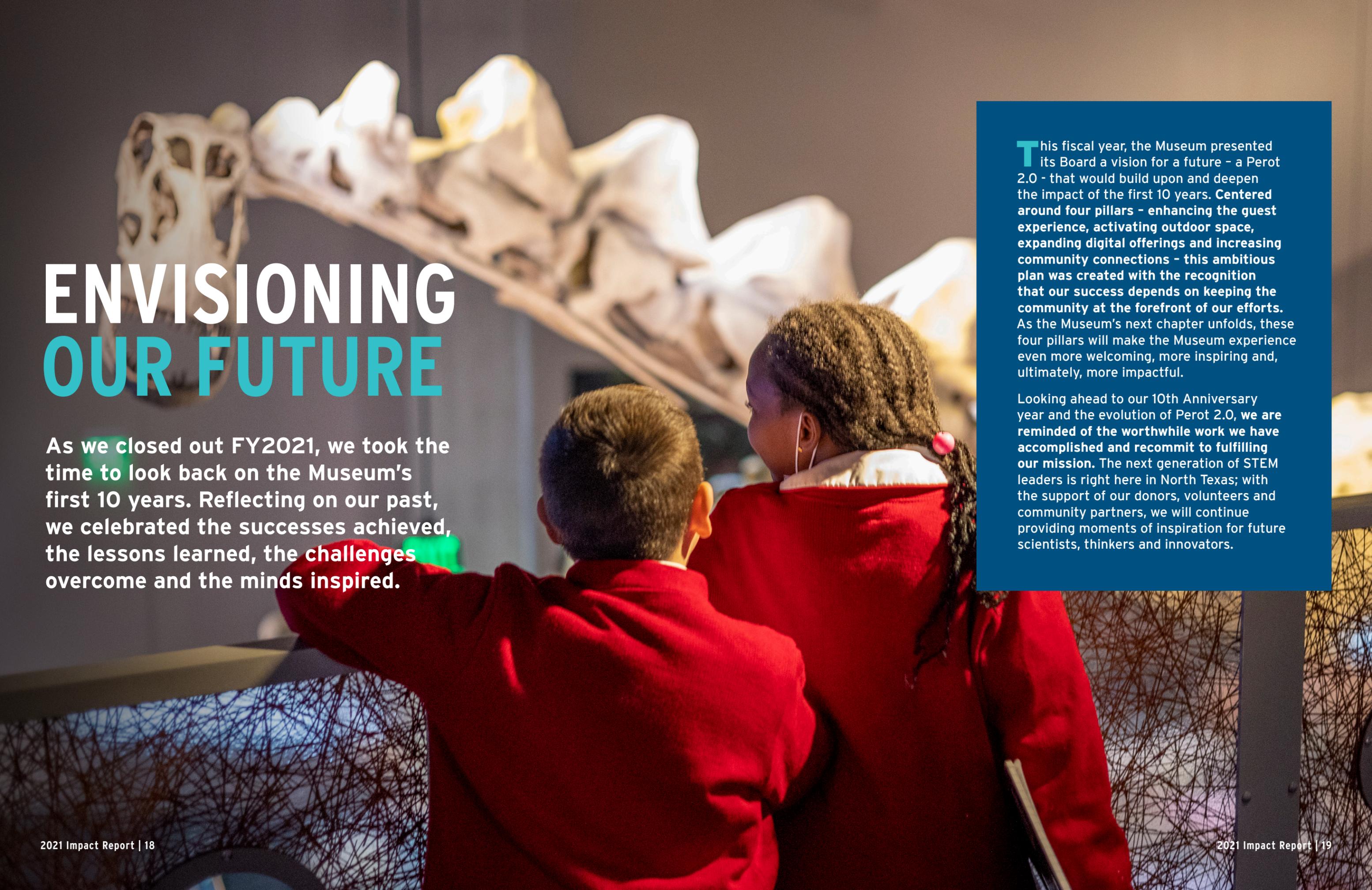
FY2021 was a year full of Texas-sized discovery for the Museum's paleontology program. Focused on the ancient pre-history of North Texas and the surrounding areas, Museum scientists opened the door to a world of newfound wonders.

The Perot Museum team traveled 96 million years to the past when exposed rocks around the Grapevine Lake spillway revealed fossils of dinosaurs, crocodylians, turtles, fish and other animals, as well as exquisitely preserved plant deposits of scientific importance. Museum scientists are now leading a multi-pronged approach to describe the new species of animals and plants found on this site.

This year, visitors marveled at the work of the Paleo Lab as a 4-foot-long mosasaur skull was reassembled before their eyes. The partial skeleton of this extinct

marine lizard was acquired after the Museum was contracted by the Upper Trinity Regional Water District to assist their Lake Ralph Hall Reservoir project.

To complete the remarkable efforts of FY2021, Museum scientists published two studies in collaboration with scientists from educational institutions. One study focused on two new species of conifers that lived approximately 89 to 72 million years ago in Japan; the other presented a new evolutionary tree of the fern order Marattiales, which has a fossil record dating back more than 320 million years. Both works demonstrate the outstanding passion and drive of our Museum scientists. Thanks to their incredible contributions, the Perot Museum has a base of knowledge and expertise that will make a significant impact on the scientific community at large.



ENVISIONING OUR FUTURE

As we closed out FY2021, we took the time to look back on the Museum's first 10 years. Reflecting on our past, we celebrated the successes achieved, the lessons learned, the challenges overcome and the minds inspired.

This fiscal year, the Museum presented its Board a vision for a future - a Perot 2.0 - that would build upon and deepen the impact of the first 10 years. **Centered around four pillars - enhancing the guest experience, activating outdoor space, expanding digital offerings and increasing community connections - this ambitious plan was created with the recognition that our success depends on keeping the community at the forefront of our efforts.** As the Museum's next chapter unfolds, these four pillars will make the Museum experience even more welcoming, more inspiring and, ultimately, more impactful.

Looking ahead to our 10th Anniversary year and the evolution of Perot 2.0, we are reminded of the worthwhile work we have accomplished and recommit to fulfilling our mission. The next generation of STEM leaders is right here in North Texas; with the support of our donors, volunteers and community partners, we will continue providing moments of inspiration for future scientists, thinkers and innovators.

FINANCIALS

STATEMENT OF FINANCIAL POSITION AS OF 9/30/2021

ASSETS

Cash and Cash Equivalents	\$28,932,704
Investments	\$30,513,503
Accounts Receivable	\$536,509
Contributions Receivable, Net	\$2,266,141
Prepaid Expenses	\$1,443,666
Property and Equipment, Net	\$116,874,614
Total Assets	\$180,567,137

LIABILITIES AND NET ASSETS

Accounts Payable and Accrued Expenses	\$2,995,587
Unearned Revenues	\$766,153
Note Payable, Net	\$1,959,733
Total Liabilities	\$5,721,473

NET ASSETS

Without Donor Restrictions	\$156,048,374
With Donor Restrictions	\$18,797,290
Total Net Assets	\$174,845,664
Total Liabilities and Net Assets	\$180,567,137

Endowment **\$30,445,801**

STATEMENT OF ACTIVITIES AS OF 9/30/2021

EARNED REVENUES

Admission Fees	\$5,653,534	20%
Membership	\$613,319	2%
Education Program Fees	\$498,014	2%
Ancillary	\$1,737,168	6%
Total Earned Revenues	\$8,502,035	30%

CONTRIBUTED REVENUES

Gifts and Grants	\$12,926,043	45%
City of Dallas	\$756,250	3%
In-Kind	\$10,192	0%
Total Contributed Revenues	\$13,692,485	48%

Investment Income/(Loss) **\$6,068,178** **22%**

Total Revenues and Support **\$28,262,698** **100%**

EXPENSES

Facilities	\$5,673,247	40%
General and Administration	\$1,106,585	8%
Fundraising	\$1,320,068	9%
Exhibitions	\$2,642,705	19%
Education	\$2,397,745	17%
Scientific Activities	\$976,420	7%
Theater Operations	\$9,688	0%

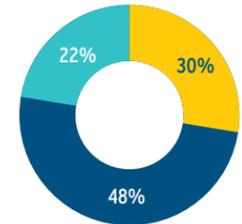
Total Expenses **\$14,126,458** **100%**

Depreciation/Amortization \$8,272,919

Change in Net Assets **\$5,863,321**

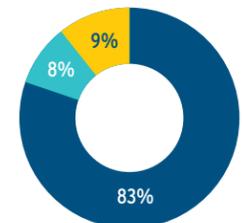
REVENUES

- INVESTMENT INCOME/(LOSS)
- EARNED
- CONTRIBUTED



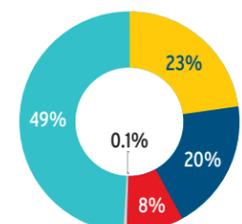
FUNCTIONAL EXPENSES

- MGMT & GENERAL
- FUNDRAISING
- PROGRAM SERVICE



PROGRAM SERVICE

- FACILITIES
- EXHIBITIONS
- EDUCATION
- SCIENTIFIC ACTIVITIES
- THEATER



THANK YOU TO OUR DONORS

We gratefully recognize our generous supporters who invested in our mission to inspire minds through nature and science and made gifts or commitments of \$1,000 or more between October 1, 2020, and September 30, 2021.

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