

Annual Report

GCM Fiscal Year
Oct 2022- Sept 2023

let's
play.

Glazer
Children's
Museum

Playing It Back: A Year in Review

As I reflected on the incredible things we've achieved over the past year at GCM, it came as no surprise that it was filled with curiosity, imagination, and PLAY! As we embark on a new year filled with possibilities, I invite you to join me in a moment of reflection on the milestones we have achieved - from expanding our public space, to the development and execution of our strategic plan. We're proud to create and foster engaging, impactful PLAY experiences for children and families to learn and thrive.

Last year, our dedicated and passionate Board of Directors and staff collaborated on a strategic plan that serves as the guiding light for our organization as we enter the next chapter of growth for GCM and our community. As you flip through the pages of this annual report, you'll see how we've been putting the four goals of our strategic plan into action every day, right here in Tampa Bay and across the country.

Goal 1: Ignite A Shared Passion for Play

Our research and thought leadership has set the industry standard for children's museums nationwide. We've undertaken groundbreaking studies, such as the MOMSI project, and presented research findings at conferences like ASTC, where we showcased the significant impact of exhibits like Big John.

Goal 2: Provide Powerful Play Experiences

The expansion of our third floor, including Big John, our blockbuster new exhibit featuring the world's largest triceratops, has broken records and drawn new audiences. The award-winning exhibit is sparking an interest in science for the children we serve, creating opportunities for family play, and providing valuable insights into family engagement that will inform future projects.

Goal 3: Identify & Remove Barriers

We are committed to identifying and removing barriers so that every child and family in our community has access to powerful play experiences. Through financial access programs like Museums for All and Learn & Play Tampa Bay, we granted \$1 million in free access to families in need in 2023.

Goal 4: Operate with Fiscal & Social Responsibility

When you contribute charitable dollars to the work we are doing at Glazer Children's Museum, you're uplifting the families here in Tampa Bay and across the country by supporting our programs and exhibits, but also funding our research that has an impact far beyond our county and state. Ensuring the organization's financial stability is our responsibility to our donors and community so that we can continue to impact children and families for generations to come.

And that's just a tiny snapshot of the exciting initiatives we've undertaken over the past year. Keep reading to learn more about the achievements and positive impacts from 2023 and what's next for Glazer Children's Museum.

Thank you for your continued support. Let's make 2024 another year of meaningful impact, growth, and, of course, PLAY!

Sarah Cole
President & CEO



Glazer
Children's
Museum

Mission

GCM's mission is to create and foster engaging, impactful PLAY experiences for children and families to learn and thrive.

Vision

Our vision is a community that values PLAY as the foundation for the earning and development of children and families across generations.

Values

Play | Experimentation | Equity & Inclusion | Collaboration | Sustainability

Goal 1

Ignite a shared passion for the power of play by engaging children, families, and the entire community.
Pages 4-5

Goal 2

Provide powerful, playful experiences that excite and engage children, their families, and the entire community.
Pages 6-7

Goal 3

Identify and remove barriers so every child and family in our community has access to powerful play and feels welcome.
Pages 8-9

Goal 4

Operate a fiscally sustainable and socially responsible organization to keep GCM growing, evolving, and innovating to meet the needs of our community.
Pages 10-11

“

Children learn as they play. More importantly, in play, children learn how to learn.

”

- O. FRED DONALDSON

Pioneers of Play

GOAL 1: IGNITE A SHARED PASSION FOR PLAY

We're all in this together when it comes to lifting up our communities. We're proud to be setting the industry standard for children's museums nationwide by performing research right here in Tampa Bay that is impacting the industry as a whole. We're trusted by leading organizations in our industry and selected for exclusive grants, speaking engagements, and research opportunities. Our experts lead and participate in meaningful research on critical topics like the role of play in family learning and incorporate our findings into our exhibit design and program curriculum. We also share what we have learned with our industry peers nationwide, spreading our impact to families across the country.. Here are some of the initiatives we've been leading the way on.



“ Nothing lights up a child's brain like play. ”
- DR. STUART BROWN, M.D.

GCM Playologist engages with museum guests



Team GCM presents at the ASTC 2023 Annual Conference

Museum educator teaches guests about Big John

MOMSI: Measurement of Museum Social Impact

Selected in the first cohort, we were proud to be among a select few museums charged with identifying what was happening in our communities and better understanding our museum's impact.

The MOMSI project addresses the critical need to establish best practices for measuring social impact within the museum field and helps museums understand how to better serve their visitors and communities. To understand our community's needs and identify and eliminate barriers to access, we asked questions that had never been asked before. We used those findings to shape the way we are making an impact on children and their families here in Tampa Bay.

ASTC: The Big Impact of Big John

Our research confirmed that when families play together, it benefits the children and caregivers while deepening their connections to each other and the world around them. We explored the important link between design and family engagement to ensure we are curating an environment that invites families to play together. As a result of this work, we intentionally designed the Big John exhibit to nurture family engagement. From accessible tunnels with peer-through bubbles under the fossil to thought-provoking questions on the walls and a sensory toddler zone, we considered the needs of the whole family and focused on how to get them playing together.

Our thoughtful approach paid off, and we have seen a high level of family engagement in the space since the exhibit opened. We continue to evaluate the success of Big John with our Museum Family Engagement Tool, analyzing the high level of family engagement and identifying features and activities correlated with these high scores. In October of 2023 we were invited to present our research findings at an esteemed industry conference for the Association of Science and Technology Centers (ASTC), where we cited Big John as a case study of how our industry can better facilitate family engagement.

“ Children need the freedom and time to play. Play is not a luxury. Play is a necessity ”
- KAY REDFIELD JAMISON



GCM is an asset to our community and Big John takes the museum and Tampa Bay to the next level.

- SIDD PAGIDIPATI

Taking Play to New Heights

GOAL 2: PROVIDE POWERFUL PLAY EXPERIENCES

In 2023, the museum advanced this goal by expanding our public space to the third floor. The expansion is complete with a learning center that adds more space for camps and education programs, a sensory room offering quiet breaks for campers, and the award-winning new exhibit featuring Big John, the largest triceratops ever discovered.

Big John is Big for Tampa Bay

Delighted dinosaur fans can now marvel at the awe-inspiring sight of Big John, the world's largest triceratops fossil, now on display at the Glazer Children's Museum. At nearly 26 feet long and 10 feet high, Big John made his North American debut as the centerpiece of the brand-new dinosaur exhibit that opened on May 26, 2023, after much anticipation. The size of an RV, Big John holds the Guinness World Record for the largest documented skeleton of a triceratops and is Tampa Bay's first-ever large fossilized dinosaur on long-term display.

This award-winning exhibit, presented by RIPA & Associates and the LaFace family, provides an immersive experience full of opportunities for play, discovery, and family connection. The exhibit was designed to start conversations, spark an interest in science, and encourage guests to get up close and personal with a massive dinosaur. Tunnels with clear domes allow curious kids to pop up and see Big John's skeleton from underneath, and live presentations tell stories of how Big John may have lived and how he may have died. For the first time, the Glazer Children's Museum has opened its doors to guests of every age, with or without children, to ensure everyone in Tampa Bay has access to this colossal exhibit that has been 66 million years in the making.

The dinosaur is on display thanks to the generosity of the Tampa-based Pagidipati Family, who have facilitated the loan of the fossil to the Glazer Children's Museum. The family has publicly discussed their passion for the museum's mission.



Sidd Pagidipati speaks at press conference



Cutting the ribbon on the Big John exhibit

6,000 sq ft of New Public Space

& 1,900 sq ft of Refreshed Exhibit Space



Play is for Everyone

GOAL 3: IDENTIFY & REMOVE BARRIERS

Our commitment goes beyond providing exciting new experiences to keep children and their families engaged in play. We must also ensure everyone in our community can access our incredible exhibits and play-based programs. With so many families in our community facing financial hardship, we have doubled down on our financial access programs. This renewed energy and the generosity of our donors has led to the remarkable \$1 million in access that we awarded to our community in 2023 through the following programs.



Learn & Play educator leads a story time

Learn & Play

At Learn & Play Tampa Bay, funded by the Children's Board of Hillsborough County, caregivers engage in play-based activities with their children as our educators coach them on how to observe and enhance the learning and development that happens through play and how to embrace play at home. In response to our research and experience with the role of play in family learning, we have purposefully adapted and expanded the Learn & Play program to better address these dynamics, implementing the following enhancements:

Introduced Neighborhood Play Squads:

Formed play groups to foster connections among families, caregivers, and local resources within their communities.

Establishment of Family Focus Areas:

Identified four family-centric themes, integrating them into our newsletter to reinforce learning beyond the sessions.

Increased Enrollment Frequency:

Transitioned to quarterly enrollment cycles to accommodate higher demand and ensure broader accessibility.

Pre-Registration Option: Introduced a pre-registration feature to enhance inclusivity, resulting in increased attendance by male caregivers.

Membership Incentives: Offered one-year memberships to families upon program completion, incentivizing ongoing engagement and participation.

Extended Program Duration: Expanded program duration to 11 weeks to provide extended support and guidance to participating families.

Enriched Home Play Curriculum: Augmented program curriculum with additional content focused on promoting play activities at home and highlighting their significance in child development.

1 in 4 Guests Visit for Free or Reduced Admission

Title One School Scholarships:

GCM provides free field trips for Title One schools in Hillsborough County.

Children's Board Free Tuesday:

The museum offers free admission for all on the first Tuesday of each month.

Museums for All:

As a member of the national Museums for All initiative, Glazer Children's Museum offers \$3 admission for up to four guests to anyone on EBT, WIC, or SNAP benefits.

Camp Scholarships:

The museum offers need-based scholarships for our popular Camp Imagination.

Ticket Donations:

GCM donates admission tickets to nonprofits to help those partners advance their missions.

Learn & Play Tampa Bay:

This free, bilingual, play-based program meets families where they need it most: in their own neighborhoods.



GCM has done a fantastic job cultivating an inclusive environment. It's a wonderful resource for the community.

- COLBY, LEARN & PLAY PARENT

Playing the Long Game

GOAL 4: OPERATE WITH FISCAL & SOCIAL RESPONSIBILITY

Our annual report underscores our steadfast dedication to financial stewardship and community impact. We uphold transparency, accountability, and real change where it counts. As responsible stewards, we're proud of our financial stability and the trust our community places in us. Your contributions aren't just funds; they're investments in our mission. They fuel initiatives directly impacting our community for the better. Every dollar entrusted to us translates into tangible change, empowering families and uplifting our community. Follow along as we share the impact made possible by the generosity of our community, our donors, and our shared vision for a brighter future.



MeltSo presents a donation to Team GCM



Team GCM hosts Pop Up Play in the community

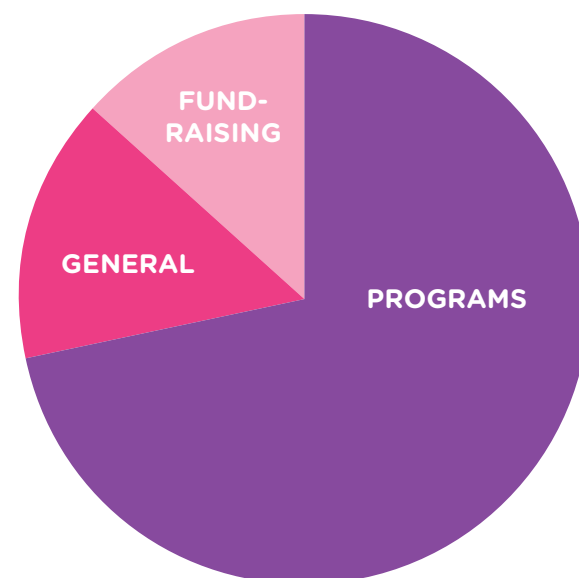
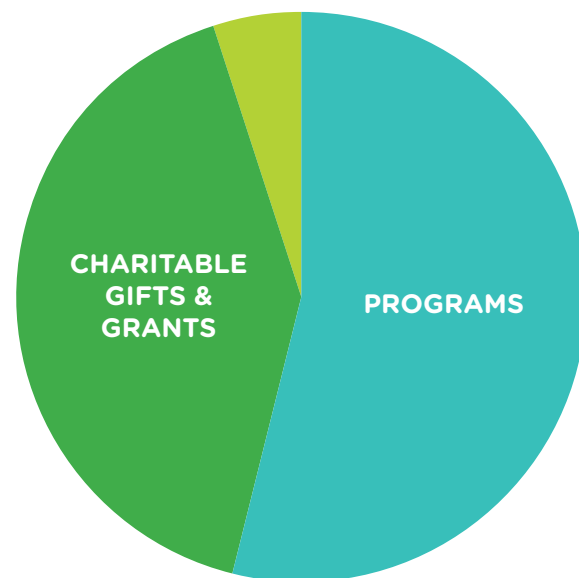
Financial Stewardship and Community Impact

Revenue:

Programs	54%	●
Charitable Gifts & Grants	41%	●
Other Revenue	5%	●
Total	\$4,900,712	

Expenses:

Programs	71%	●
General	15%	●
Fundraising	13%	●
Total	\$4,434,085	



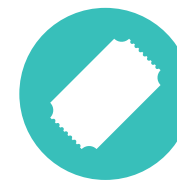
239,662
Guests

Visited GCM in FY 2023



19%

Guests were
Annual Members



24%

Guests visited through
Financial Access Programs



23%

Guests participated in
Family Play Projects



23,829
Students

Visited GCM on a Field Trip



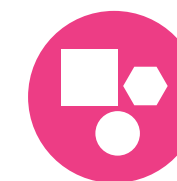
747
Campers

Attended GCM's Camp Imagination



21%

Campers during Autism-Affirming
Camp identified as neurodivergent



1,624
Participants

Served through Learn & Play



“ It’s important to us that every child has access to places like the museum so that they grow up with a curiosity about the world around them. ”

- CHRIS LAFACE, DONOR

Partners in Play

THANK YOU TO OUR 2023 DONORS

As a 501c3 non-profit organization, GCM is community-funded by our generous donors. Together we break down barriers to ensure all children have access to brain-building play.

Play

The Children’s Board of Hillsborough County
Glazer Vision Foundation
Hillsborough County
Sidd & Ami Pagidipati
RIPA & Associates & the LaFace Family
State of Florida

Discovery

City of Tampa
Mosaic Fertilizer
Publix Super Markets Charities
Matthew & Coley Simmons
Vinik Family Foundation
Visit Tampa Bay
Watkins Christian Foundation

Curiosity

Anonymous
Bailey Family Foundation
Donald Bodie
Copperhead Charities
Dairy Joy | Xtreme Juice
Deirdre & Joseph Colucci
Early Learning Coalition of Hillsborough Co.
Toni Everett
Florida Pain Medicine
Gege & Al Kreischer
New York Yankees Foundation
Oscher Family Fund
PNC Bank
Raymond James Financial
Seminole Hard Rock & Casino
The Shilen & Parita Patel Family Foundation
Trademark Metals Recycling

Connection

Adams and Reese LLP
Aegon Transamerica Foundation
Erika Barber
Boss & Mennie
Kristine Brentz
Benjamin Bukhar
Bulk Express Transport
Trey Coker
Robert & Nancy Cole
DeBartolo Family Foundation
Christina Devine
Jessica & Paul Digiacoimo
Elan Group | Suzy & Mark Mendelson
Cory Ellison
Fifth Third Bank
Florida E.N.T. & Allergy
Joey Falcon
Florida Children’s ENT
Julie Garringer
Edward Glazer
Ross Hays
Andrew Hitt
Chester Jones
Sonali Judd
Bert & LeeAnn Kreischer
LMCU
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MacFarlane Ferguson & McMullen
Dharma Malempati
Mastercard
Marco Mendoza
Ivan Mericle
Joshua Mitchell

Charles & Meagan Moore
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Alan Patel
Niki Patel
Anitra Pavka & Joey DeVilla
Kelli & Bobby Pierce
Kyle Rea
ReliaQuest
Ryan Companies US, Inc.
Michael Robbin
Shumaker
Trenam Law
Robert Uithoven
Wagner Murray Architects
Chip Yodzis

Imagination

Brad & Kaley Abbey
Jana Alexander
Kent & Stephanie Bailey
Bank of America
Seema & Maulik Bhalani
Bloomin’ Brands
Timothy Boyle
George Economides
Patrick Fuller
The Law Offices of Ryan Cappy
The Market Marie
Michael Garcia
Hill Ward Henderson
Zhorzheta Ivanova
Grayson & Cathy Kamm
Matthew Kerwick
David Koche
T. Sean & Megan Lance
Michael Lyons
Marsh McLennan Agency
Melting Pot Social
Sandra & Jim Murman
PAR
Pepin Distributing
Jon Sajeski
State of Utah

Adventure

Lauren Anderson
Andrea Cordova-Ogg
Andreina Angelino
Sara Arias-Steele
Brandon Bailey
Bank of Tampa
BDG Architects
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Lamar Berry
Morgan Blair
Nicole Boggs
Laura Brady
Alison Brett
Robert Buesing
Alethia Calbecker
Meghan Carter
Mark Catton
James Chao
Sarah & Annie Cole
Max Coberly
Palmer Cole
Hope Danielson
Isabel & John Dewey

Cat & Michael Dipaolo
Roslyn Donald
Don Elias
Kerry & Calvin Falwell
Karen Feuer
Danny Ford
Caroline Foss
Allison Fraga
Dave Gesacion
Lauren Ginn
Bryan Glazer
Lauren Gstalder
Jonathan Gude
William Hall
D.J. Hamilton
Haseeb Hashmi
Lauren Haynes
Anjoli Hill
Pam Hillestad
Bailey Hypes
Erin Jackson
William Job
Gina Johnson
Lara Kazanski
Ahmet Kildis
Tom Kraemer
Laura Levitt
Lilly Pulitzer International Plaza
Peter Lopez
John Mackeky
Patty Adams Martinez
Kate Monroe
William Montoto
Patrick & Merritt Mosley
Ed Mowatt
Karrie & Chris Mueller
Taylor Muller
Kristen Nieves
Kenny Noble
Michele Panetta
Nikhil Patel
Sandip Patel
Matthew Perry
Lane Peterson
Christopher Petrie
Suzanne Pyle
Camilla Nyberg Rasmussen
Laura Saado
Sami Family Foundation
Samantha Sanchez
Eric Savage
Emmet Scales
Matthew Schnitzlein
Christine Sclafani
Kendra Scott
Claybra Selmon
Maniseng Sengsourichanh
Lyndsey Siara
Jeff Skowonek
Erin Slothower
Kara Sundar
Jerome Thornbury
Brett Toimil
Natasha Trejo
Tammy Waugh
Marsha Welsh
D. Williams
Christian Sanchez Zapata

PARTNERS IN PLAY: 2023 DONORS

Partners in Play

THANK YOU TO OUR 2023 BOARD OF DIRECTORS

This distinguished group of community leaders volunteer their time, professional counsel, and monetary support to help further GCM's mission within the community.



GCM's Board celebrates at Birthday Bash



Board Members pose with Big John

Board of Directors

Brad Abbey
John Astrab
Dr. Stacy Baier
Seema Bhalani
Janette Carter
Sarah Cole
Nadia Combs
Isabel Dewey
Catherine DiPaolo
Hon. Alissa Ellison
Linnea Floden
Alison Fraga
Bryan Glazer
Melissa Golombek

Sherisha Hills
Erin Jackson
Grayson Kamm
Gege Kreischer
Suzy Mendelson
Sandra Murman
Parita Patel
Anitra Pavka
Brian Phillippi
Kelli Pierce
Eric Savage
Dr. Jeff Skowronek
Dr. Monica Verra-Tirado
India Witte

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President & Chief Executive Officer

Sarah Bou Zeidan
Chief Human Resources Officer

Suzanne Delaney
Chief Development Officer

Pam Hillestad
Chief Play & Learning Officer

Kristen Nieves
Chief Operating Officer

Kate White
Chief Marketing Officer



President & CEO, Sarah Cole, speaks at Imagination Excavation



Team GCM accepts the Urban Excellence Award for Big John



“ The passion of our Board and expertise of our staff have taken this organization to the next level. ”
- SUZY MENDELSON, BOARD OF DIRECTORS CHAIR

Glazer Children's Museum
110 W Gasparilla Plaza
Tampa, FL 33602

Follow @glazerchildrensmuseum
Visit GlazerMuseum.org/waystogive
Email giving@glazermuseum.org

A Moment of Play

Thank you for going on this journey with us. Grownups need play too, so give yourself a fun little brain break!

C O M M U N I T Y U A P Z
L I H D N T M A E B O I M
D V C I F B A F I G R J E
X O U S L N G M T Y Y O F
P C R C A U I M P A C T A
C R I O E R N K S A P K M
Q S O V G X A R R E B S I
M U S E U M T P L A Y A L
W B I R T B I G J O H N Y
F U T Y D E O X A B F M R
S W Y O E S N K U P Z G P
A P X B Y D P I Y E U Q V
H M I S S I O N L X D E W



WORD BANK:

Big John | Community | Curiosity | Discovery | Family
Imagination | Impact | Mission | Museum | Play | Tampa Bay