



WonderLab Museum of Science, Health and Technology
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The WonderLab Museum of Science, Health and Technology is a premier center for informal science education and discovery. WonderLab provides opportunities to experience the wonder and excitement of science through interactive exhibits and programs that stimulate curiosity, encourage exploration, connect to the arts and everyday life, and foster lifelong learning.

WonderLab was established in 1995 as a traveling science outreach program coordinated by six volunteers. In 1998, WonderLab opened a small museum in downtown Bloomington. At that time, fundraising was initiated to build a larger, permanent museum on a downtown site donated to WonderLab by the city of Bloomington. The current award-winning museum opened its doors to the public on March 29, 2003. The two-story 15,000-square-foot facility features exhibit galleries, a flexible programming space, gift store, and an adjacent outdoor garden. It is located adjacent to Bloomington's B-Line Trail in the heart of the Bloomington Entertainment and Arts District.

Year 2022 WonderLab At-a-Glance

- **Incorporation Date and Status:** 1995 as a 501 (c)(3) non-profit organization
- **Total people served on-site and off-site between 1995 and December 2022:** 1,462,384 on-site children, adults and infants to museum (since Jan 1998); 8,975 WonderCamp or other summer science enrichment program registrations; 149,692 people through off-site outreach programs; and 10,055 families and teachers through virtual programs (since Mar 2020).
- **WonderLab visitors in 2022:** 44,122 on-site (42% members, 46% nonmembers, 8% groups, 3% rentals/birthday parties); 3,635 off-site outreach; 402 WonderCamp registrations (257 individual children); and 1,300 families and teachers through virtual programs.
- **Personnel in 2022:** 20 FTE staff (16 full-time, 10 part-time individuals) and 216 volunteers (5,549 volunteer hours)
- **Interactive Exhibits:** The galleries feature over 80 hands-on science exhibits for visitors of all ages. Exhibit areas include the Hidden Life of Deserts, SandScapes, Water Works exhibit, Oliver Winery Grapevine Climber, Science Sprouts Place / Sprouts Lab (infants through age 5), Coral Reef Aquarium, and exhibits on everyday phenomena such as air, bubbles, engineering and construction, electricity and magnetism, human body, light and color, natural sciences, gravity and motion, and sound and music. Exhibits, programs and activities are also featured in the outdoor Bushnell WonderGarden.
- **Interactive Experiences:** WonderLab offers a host of educational programs, workshops, demonstrations and presentations that serve preschool-age through adults, summer camp programs, teacher professional development programs, outreach programs brought to off-site locations, and evening onsite events. Year 2022 included in-person (onsite, offsite) programs and online programs using Zoom:
 - In-Person, Onsite: (1) 140 on-site early childhood series programs for 742 people (Discovery Time, Science Sprouts, Science Story Time); (2) 76 demonstrations and lab sessions for 1,892 students and chaperones on school fieldtrips; (3) 45 presentations and workshops for 657 museum visitors; (4) 43 special programs for 1,032 people (spring break STEAM programs, live animal shows, dinosaurs); and (5) 3 AfterDark programs for 165 adults.
 - In-Person, Offsite: (1) 2022 WonderCamp had 25 week-long sessions for 402 registrants (257 individual children); (2) 3-day 2022 Summer Science Institute for 19 middle and high-school science teachers, in partnership with IU Environmental Resilience Institute; (3) week-long cybersecurity workshop for 13 participants, in partnership with IU Center for Applied Cybersecurity Research; and (4) 21 off-site outreach events for 3,635 individuals at schools and festivals.
 - Online: (1) 51 early childhood series programs for 521 families (Science Story Time); (2) 62 all-age series programs for 779 families (Dive Deeper, Animal Hour, CoderDojo); and (3) online for MLK Jr Day for 52 families.

2022 Museum Operation:

- The museum was closed to the public from Mar 13 - Aug 12, 2020 because of the Covid-19 pandemic. It reopened on Aug 13, 2020 with restricted days and times, reduced attendance capacity, on-line reservations, new types of visits, and new policies and procedures to ensure the health and safety of staff and visitors. Years 2021 and 2022 involved a slow and steady return to pre-pandemic attendance and operations.
- The one-hour cleaning time between morning and afternoon public hours ended on March 31, 2022.
- Beginning April 2022, masks are required on Tues and Thurs, and recommended on Fri, Sat, Sun. Prior to this, masks were required for everyone in the building on all days. As of October 1, 2022 masks are required on Tuesday only.
- Increase on August 1, 2022 for general admission fees (from \$12.50 to \$14/person), group admission fees (from \$6.50/\$7.50 to \$7/\$8 for regular/peak months), group visit demonstrations and lab sessions, memberships, birthday parties, rental events and outreach events.
- Museum open hours return to pre-pandemic schedule on August 10, 2022: Tues - Sat 9 am - 5 pm, Sun 1 - 5 pm. Birthday parties are held during public hours.

COMMUNITY IMPACT

Educational Resource

WonderLab provides informal science experiences that benefit thousands of schoolchildren and help schools address Indiana science standards. Each summer, the museum offers WonderCamp, weeklong science enrichment programs for children entering grades K - 6. In a typical pre-pandemic year, WonderLab welcomed 12,000 children and chaperones on group visits, and over 300 children at the off-site WonderCamp. In 2022, there were 3,479 children and chaperones on group visits, and 257 individual campers.

To make WonderLab experiences more accessible to low-income youth and families, WonderLab's Connecting to the Community (C2C) program provides free or greatly reduced admissions to the museum, free admission for Big Brothers Big Sisters participants and selected other agencies, and free scholarships for WonderCamp. WonderLab is a member of the Access Pass Program, a statewide partnership that allows qualifying low-income Indiana families the opportunity to visit WonderLab and other sites for \$2/person. In a typical pre-pandemic year, C2C supported free or greatly reduced admission for 5,000 museum visitors and 35 camp scholarships. In 2022, C2C supported free or greatly reduced admission for 3,497 museum visitors and 30 camp scholarships.

Economic Resource

WonderLab is located in downtown Bloomington, in an Urban Enterprise Zone. It is a major destination along the B-Line Trail, a downtown greenway. In a typical pre-pandemic year, WonderLab attracted over 82,000 visitors to downtown Bloomington from a ten-county region and beyond. Pre-pandemic surveys indicated that they spend over \$560,000 in downtown shops and restaurants annually, and all surveyed visitors indicated WonderLab was "very important or important to the quality of life in Bloomington."

Volunteer Resource

Each year, the museum enriches community life by bringing together teen and adult volunteers from all parts of the community. WonderLab makes a special effort to offer middle, high school, and college students meaningful opportunities to enhance their personal development and workplace skills. Teens are involved as mentors to younger children in WonderLab's summer science camps and as museum guides assisting the public. In a typical pre-pandemic year, this involved over 600 teens and adults. In 2022, this involved 216 teens and adults.

Tourism Resource

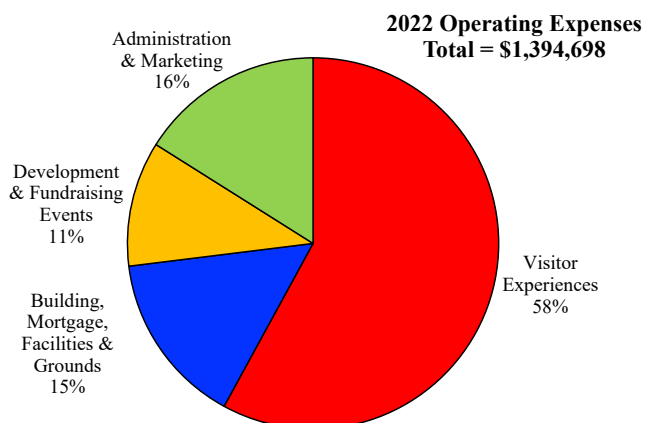
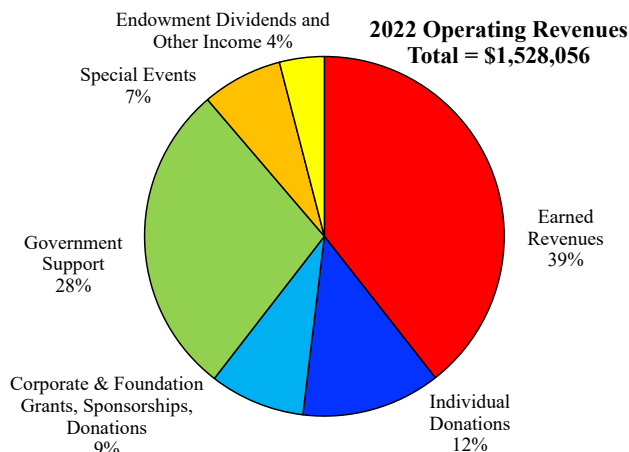
WonderLab is a regional destination – in a typical pre-pandemic year, 63% of non-member general admission visitors and 73% of group admission visitors come from beyond Monroe County. In 2022, 49% of non-member general admission visitors and 66% of group admission visitors came from beyond Monroe County. The 2022 top Indiana counties for non-member general admission visitors (in decreasing order of attendance) were Monroe, Lawrence, Marion, Morgan, Johnson, Hamilton, Greene, Owen, Hendricks, Daviess and Bartholomew Counties.

Award-Winning Museum

WonderLab has won numerous awards. It received the "Be More: Extraordinary Volunteer Program of 2022" and "2021 Best of the Best" People's Choice Award (category of museums) from Herald Times readers. It was selected by Parents magazine among the top 25 science centers in the US (2008) and by American Towns Media as the "Best of 25" science museums and centers in the US (2016). WonderLab regularly receives a Trip Advisor Certificate of Excellence.

FINANCIAL SUPPORT

WonderLab relies on *earned revenue* and *philanthropic support*. In a typical year before the pandemic, for every \$1 in earned revenue, WonderLab raised an additional \$0.90 through contributions from individuals and businesses, special events, grants and endowment cash distributions. This reflects a commitment to keeping WonderLab as affordable as possible to families and schools. In Year 2022, due to the continuing Covid pandemic and reduced museum capacity, for every \$1 in earned revenue, WonderLab had to raise \$1.54 from contributions, special events, grants, government support (IRS ERTC program) and endowment cash distributions.



For information about donating to WonderLab, contact Amy Osajima, Director of Philanthropy, at (812) 337-1337, ext. 214 or giving@wonderlab.org