

This active program of visitor and outreach services and ongoing resource development is carried on by a staff of 80 working with a budget of \$750,000 a year.

That puts us among the largest 10% of all professionally managed museums in the country.

Growing rapidly from a much smaller organization

## THE CHILDREN'S MUSEUM HAS ACHIEVED FINANCIAL STABILITY

- through careful planning and tough evaluation of results (For example, in our search for a new home we conducted exhaustive marketing and economic analyses, fund raising feasibility, architectural, engineering and traffic studies and rejected a dozen sites before selecting the Congress Street Wharf);
- through timely and detailed financial information which we use in managing our limited resources (Department heads and the board rely on detailed computer printouts to keep track of income and expenditures in relation to our sophisticated program budget);
- through aggressive development of new sources of earned income (Admissions, fees, sales and royalties account for more than 50% of our revenues);
- through an unusually favorable response to our federal agency and national foundation proposals (More than \$1.5 million in 24 project grants have been received in the last dozen years);
- through the thoughtful guidance and generous support of the individuals, board members, local foundations and corporations who know us best (\$0.9 million in operating and \$1.6 million in capital gifts have been raised over the same period).

### RECENT HISTORY OF INCOME & EXPENDITURES

	1960	1965	FY 1970	FY 1971	FY 1972	FY 1973	FY 1974	FY 1975
User Fees & Other Earned Income	8,086	24,708	187,283	234,524	277,261	321,124	326,693	<b>360,211</b>
R&D Project Grants & Contracts	—	73,331	47,477	71,006	101,495	139,440	167,037	<b>238,678</b>
Unrestricted Gifts & Investment Income	74,508	99,323	87,393	98,935	119,880	145,414	142,900	<b>189,049</b>
Total Operating Income	82,594	197,362	322,153	404,465	498,636	605,978	636,630	<b>787,938</b>
Total Operating Expenses	85,348	206,600	518,951	500,324	492,679	596,247	630,213	<b>739,917</b>
Operating Surplus or (Deficit)	(2,754)	(9,238)	(196,798)	(95,859)	5,957	9,731	6,417	<b>48,021</b>