


FISCAL YEAR 2021

Impact Report





This past year will always be a complex year to accurately and succinctly describe. Its beginning was marked by extraordinary challenge and concern, following a period of upheaval and loss. However, in the end, the enduring impression of the year is one of triumph, resilience, and hope.

We were reminded that in order for Adventure Science Center to not only survive, but to thrive, we must be deeply connected to our community. Our friends and partners provided essential support that not only kept us going financially but also lifted our heads and reminded us of how much we love – and are loved by – this community. In a year defined by uncertainty, one thing is unequivocally clear: **we would not be here without you.**

We also adapted to new realities and new methods of delivering on our purpose of transforming lives through extraordinary experiences in science and innovation. As a place defined by hands-on learning, we entered a virtual realm to reach schools and families wherever and however we could. Our mission remained open and alive, even as our building was quiet.

And, now, as we turn the corner into a new year, we have a renewed sense of priority and mission. The resurgence of visitors has filled us with a creative energy that will bring new experiences into the Science Center and get us back on the path of building the best science center in the world.

This creativity will be on full display over the coming months as we launch several new exhibits; including Car Culture, which consists of a collection of seven historic Corvettes on temporary loan from the National Corvette Museum. Star Walk, a guest-favorite meditative space on the second floor of Space Chase, will be renovated and reborn as an Infinity Room that combines mirrored walls, audio, and an interactive LED floor to create a dynamic, fully immersive space that exists nowhere else.

I am proud of my team, the Board who guides us, the community that embraces us, and the work we are doing. For 75 years, we have strived to be what Nashville and Middle Tennessee – our home – needs us to be; and when we needed it most, this amazing community reminded us how much we need them.



Steve Hinkley, President & CEO

It's About the People.

"When I think of the Science Center, I think of the people. I think of the community, I think of the customers, I think of the kids, and I think of the leadership. The people of the Science Center make the Science Center a special place, and a special experience.

I think the Science Center affects people because it is about curiosity. It is about exploration. It's about interacting and doing things, and seeing the effects of doing things. This is a place visitors know, when they come here, they're going to learn something that they didn't know, and they're going to have that happen through an experience that they've had.

For kids who have their whole lives in front of them, this is where dreams are born."

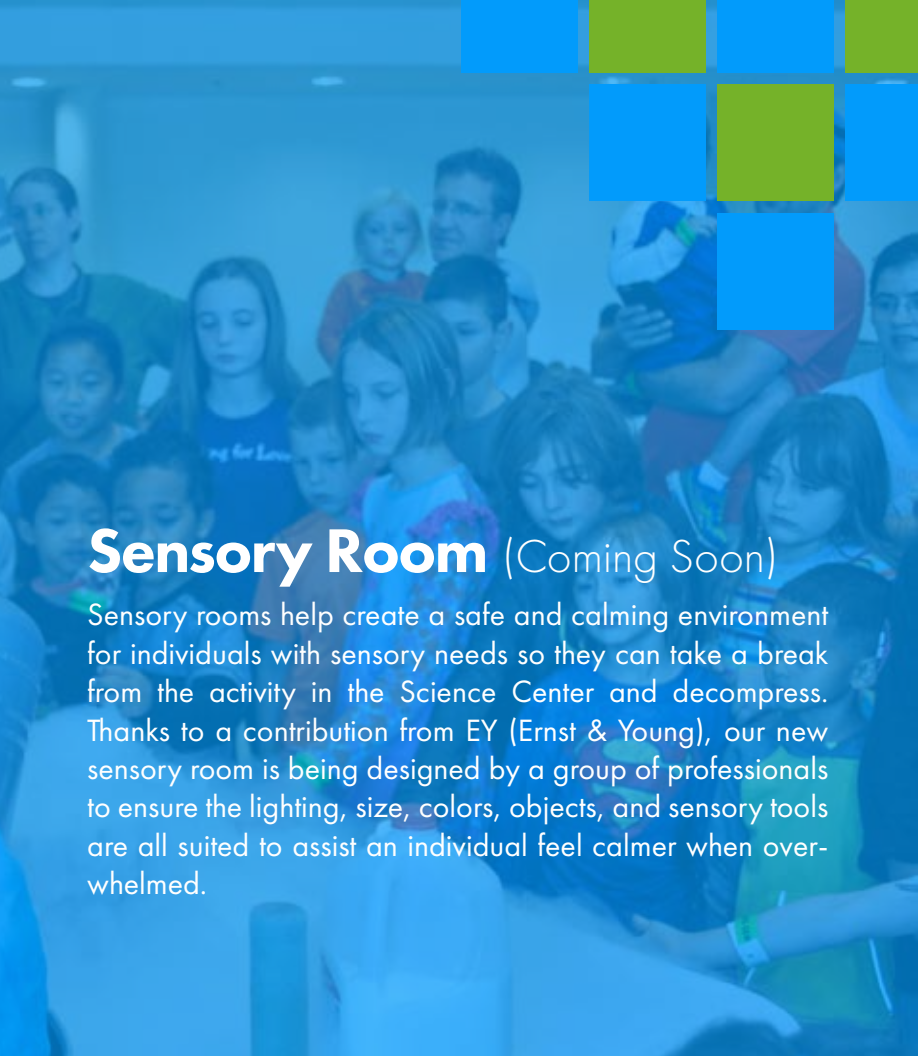
- **Ralph Schulz**, *President & CEO of the Nashville Chamber of Commerce*

People Like You Make A Difference.

2021 CHALLENGE MATCHES

Challenge matches made an impact on inspiring existing and new donors to support the Science Center during a challenging time in our 75-year history. Ingram Charities \$100,000 Corporate Challenge Match helped us to raise \$102,000 from 12 corporate donors. The James Stephen Turner Family Foundation \$100,000 Challenge Match helped us to raise \$128,541 from 18 donors.





Sensory Room (Coming Soon)

Sensory rooms help create a safe and calming environment for individuals with sensory needs so they can take a break from the activity in the Science Center and decompress. Thanks to a contribution from EY (Ernst & Young), our new sensory room is being designed by a group of professionals to ensure the lighting, size, colors, objects, and sensory tools are all suited to assist an individual feel calmer when overwhelmed.

Cornerstone Virtual Studio

Due to Covid-19, Adventure Science Center modified an existing classroom space into an on-site Virtual Studio to ensure hands-on learning took place even if students weren't in the museum. Thanks to a generous donation from Cornerstone Financial Credit Union, the Science Center was able to provide accessible learning facilitated by our educators from school or home. **Virtual programming reached more than 1,000 students across Middle Tennessee.**



We're Growing!

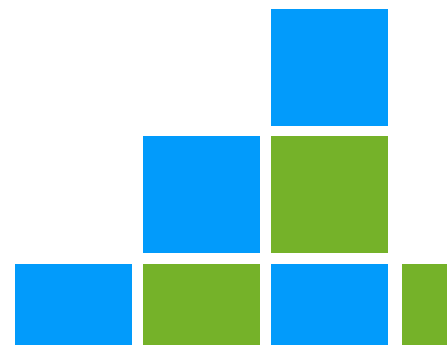
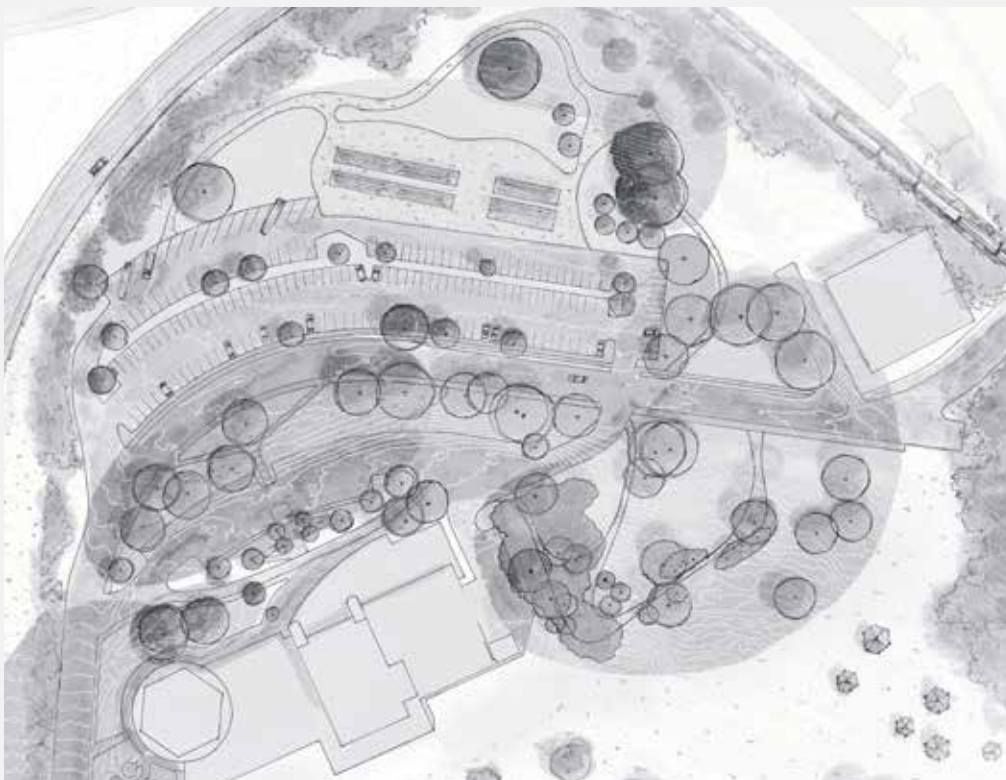
(Trees, that is.)

In commemoration of our 75th anniversary, Adventure Science Center will soon become a level one urban arboretum. There will be more than 30 different species of trees onsite that represent three distinct regions of Tennessee – Valley and Ridge, Central Basin, and Mississippi River Valley.

Donors are the roots of this project and make the planting possible. Donors include Delek, Amazon, AllianceBernstein, Nissan North America, Bridgestone, Louisiana-Pacific Corporation, Tennessee Valley Authority, Dan and Margaret Maddox Fund, Matt and Paige Kisber, Aunt Darlene's Family, Mark and Missy Dodson, Dr. and Mrs. Fred Goldner and Family, Lisa and Tony Giarratana, Dr. Bill Frist and Family, Brad and Megan Lawrence, Brooks, Bert and The Mathews Family, and 38 Community Tree donors.

Adventure Science Center Arboretum

Coming Fall 2021



By The Numbers

FY 2021 &
FY 2020

Total Visitors
113,877 // **257,262**
(FY 21) (FY 20)



Planetarium Attendance
38,291 // **66,501**
(FY 21) (FY 20)

Community Impact

FY21 Subsidized Admissions	2,377
FY20 Subsidized Admissions	28,820
FY21 Subsidized Memberships	1,118
FY20 Subsidized Memberships	1,741
FY21 Subsidized Cost (\$)	130,080
FY20 Subsidized Cost (\$)	190,004
FY21 Student Impact (Onsite)	1,092
FY20 Student Impact (Onsite)	19,528
FY21 Student Impact (Virtual)	1,039

9,859
Member Households
(FY 21) | 10,027 (FY 20)



92/95
TN Counties Served
(FY 21)



1,039
NEW! Virtual Student Impact
(FY 21)

658 MILES
Traveled for Outreach
(FY 21)



23%
Overall Digital Engagement Growth
(FY 21)



315
Volunteers (FY 21)
673 (FY 20)



1,451 hours
walked on the Moon
at Moonwalk



1,572 packets
of Astronaut
Ice Cream sold



13,942 guests
at Live Science
demonstrations



1,140 gallons
of liquid nitrogen
used in demonstrations



1,207 guests
at Early Explorers
storytime



483 space
helmets
purchased



THANKS TO OUR
**GENEROUS
CONTRIBUTOR**

THE FRIST FOUNDATION

THE DAVID MCGOWAN FAMILY

BOBBY AND MELISSA FRIST

RYMAN HOSPITALITY
PROPERTIES FOUNDATION

SUNTRUST FOUNDATION

DELEK US HOLDINGS

JOHN AND LORALEE GAWALUCK & FAMILY

DAVID AND ELIZABETH HINKLEY

ALEX AND HELEN JAHANGIRI

FAMILY CONVENTION

75 Years of science exploration
and innovation.

“For a lot of our students, coming to the Science Center might be the first time they set foot into a space like this, and it is very **life-changing!**”

- **Dr. Adrienne Battle**, *Metro Nashville Public Schools Director*



ADVENTURE SCIENCE CENTER