

ANOTHER RECORD YEAR

We're so proud to report that 2017 was another record year at Fort Collins Museum of Discovery (FCMoD)! We ended the year with 126,839 visitors—4% more than 2016! In addition, we sustained our growth in paid memberships with a 27% increase in 2017. School & Summer Programs continued to be in high demand with an ever-growing waiting list. And with smart planning and an eye towards sustainability, we're pleased to report that FCMoD ended 2017 in a positive financial position, paving the way for continued growth and success.



EXPAND YOUR MIND. ENGAGE YOUR WORLD.



BY THE NUMBERS



\$3.1 M

spent annually on salaries, goods, and services in our community



\$2.4 M

annual operating budget



550,000

visitors welcomed since opening from over 45 states and 30 countries across 5 continents



\$460,000

generated annually in government revenue



\$5 M

annual overall economic impact



11,000

field trip students visit FCMoD every year

PROGRAMS & EXHIBITS

FCMoD debuted a variety of Early Childhood (EC) programs, including our first EC Summer Camp, Animal Adventures, and expanded our popular Tot Time and Storytime in the Dome programs. A new state-of-the-art laser dome theater projection system was installed to deliver amazing new content and experiences. New projects included the launch of the new Fort Collins History Connection website (<https://history.fcgov.com/>) along with a variety of permanent and temporary exhibit installations including “Soundscape” and the Smithsonian’s “Earth from Space.”

Today’s success would not be possible without your continued support and engagement with FCMoD. Stop by and see the new store and take in a new dome show! Thank you for another great year.

Sincerely,
Donna Jared
Executive Director
FCMoD Nonprofit Partner

SETTING THE STAGE

In concert with the Board of Directors, the FCMoD Leadership Team embarked on a strategic planning journey in 2017 with the Paterson Center StratOp Model as our guide, used by corporations such as OtterBox, and supported by the Community Foundation of Northern Colorado. Since launching this long-term process in 2017, FCMoD identified The Museum Store as a key initiative to extend the museum experience into the store with “Discovery To Go” as a new theme for design, brand development, and merchandising. Other key initiatives have been identified and will be fully developed over time.

FCMoD IMPACTS

Each year, FCMoD designs and delivers 370 STEM and 21st Century skill-based programs— science-based learning that includes innovation, critical thinking, and teamwork—all of which are essential to student’s future success in our rapidly changing world.

In collaboration with our many education partners like CSU and PSD, FCMoD’s exhibits and programs are tailored to meet Colorado State Academic Standards.

FCMoD has demonstrated its role as a regional economic engine; directly supporting Northern Colorado’s economic vitality, with a direct and indirect annual economic impact of more than \$5 million.

Our Mission

The museum creates meaningful opportunities to learn, reflect, and have fun through hands-on and collections-based explorations in science and culture.



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