

HOUSTON MUSEUM of NATURAL SCIENCE



"The mission of the Houston Museum of Natural Science shall be to preserve and advance the general knowledge of natural science; to enhance in individuals the knowledge of and delight in natural science and related subjects; and to maintain and promote a museum of the first class."

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# **President's Message**

As we reflect on 2023, I am reminded that diligence in the everyday produces the extraordinary.

It has been a tremendously busy and productive year here at the Houston Museum of Natural Science.

We have celebrated the opening of our special exhibition, *Sharks! The Meg, The Monsters & the Myths,* which was entirely conceptualized, designed, and built in-house.

We have seen an unprecedented uptick in our member households through strategic initiatives.

We have refined and expanded our education programs, including the launch of the Glasscock Outreach Program tailored specifically for middle schoolers.

And, we have been putting the finishing touches on what will be the most dynamic, innovative, state-of-the-art chemistry and physics hall in the world: The Welch Hall: Matter & Motion, presented by the Ting Tsung and Wei Fong Chao Foundation, scheduled to open in March 2024.

# Diligence in the every day produces character for the extraordinary.

As the fourth-most visited museum in the country, we continue to produce world-class special exhibitions; prioritize the engagement of an ever-growing member and donor base; consistently assess and modify our vast array of education programs to meet the evolving needs of our students; and, revitalize—and construct—permanent halls to ensure their relevance for generations to come.

I am deeply inspired by all that has been accomplished this year and by the exciting projects set in motion for next year and the years to come. I hope you are, too.

Thank you to the wonderfully talented staff, our devoted members, and, especially our loyal and generous donors. Because of your consistent, unwavering support, the Museum of Natural Science is achieving the extraordinary.

Joel A. Bartsch

HMNS President and CEO

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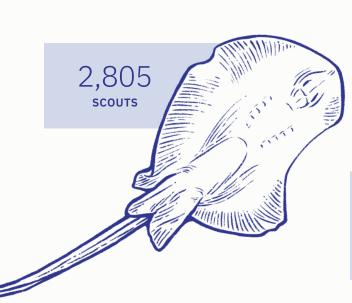
## **Year in Review**

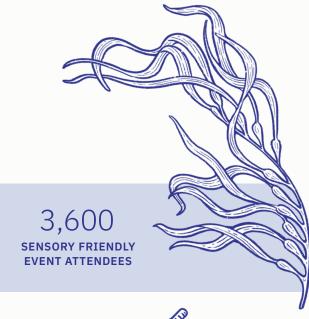
1,902,802

OVERALL ATTENDANCE

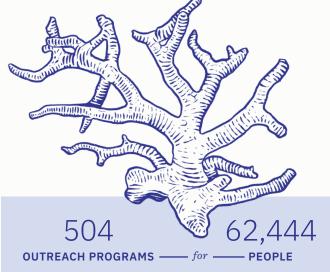
1,807,052

85,631 SUGAR LAND 10,119
THE GEORGE OBSERVATORY



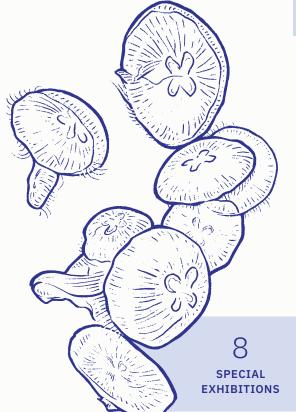


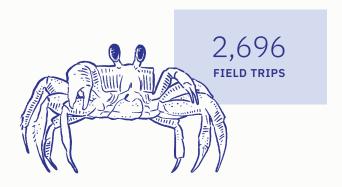






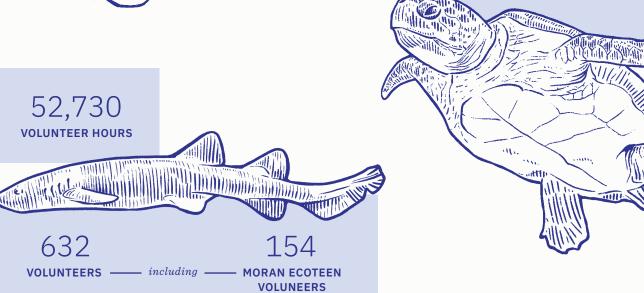






446,595

TOTAL EDUCATION REACH





Field trips offer students a chance to connect with dinosaurs in the Morian Hall of Palaeontology.

## **Education**

Education programs at HMNS are designed to engage and empower students, teachers, and lifelong learners. These transformative experiences are consistently evaluated and redeveloped in conjunction with school needs, scientific discoveries, and emerging technologies. In 2023, more than 445,000 people were served through our hands-on, science-focused programming.

## YOUTH EDUCATION

### FIELD TRIPS

For students across the Houston-area, a field trip to HMNS is a milestone experience. In 2023, the Museum welcomed a monumental 315,000 young scholars for a day of discovery outside of the classroom. The Museum is proud to partner with teachers to reinforce and build upon the curriculum they teach with hands-on experiences.



### **HISD PROGRAM**

Supported by Transocean and Sempra Infrastructure

The Museum's goal is to provide a half-day science learning experience for 4th grade students, including a visit to the Burke Baker Planetarium, special tours of the exhibit halls, and time exploring a science lab, all of which aim to bolster the District's academic objectives and classroom principles.



## **EARTH SCIENCE ON WHEELS**

Supported by Southwestern Energy

Outreach programs like Earth Science on Wheels provide TEKS-aligned presentations developed for all grades and audience sizes and offer a unique opportunity to learn firsthand from Museum experts, featuring encounters with real specimens and artifacts.

### **GLASSCOCK OUTREACH PROGRAM**

The Glasscock Outreach Program was established in March 2023 to expand HMNS Outreach to middle school students. HMNS delivered 72 outreach presentations to 13 different locations across Houston in 2023, exciting 1,803 children about the wonders of the natural world and providing new pathways to understand the STEM-objectives taught in the classroom. Participating locations are after-school programs for children in need who, more often than not, have never heard of HMNS nor visited the Museum District. Participating students also receive complimentary Museum tickets and one-year family memberships, so that they can visit HMNS following their outreach experience to fully immerse themselves in the lessons learned.

"The in-class activities
are always incredible. Super well
thought out, done at a level that
my kids can understand but also
complicated enough to hold their
attention and surprise them.
My kids always feel like they
have learned—and then tried
themselves—cool new things."
—CAMP PARENT



Museum educator James "Jurassic James" Washington brings science to life for students from their classroom seats.

### **SUMMER CAMPS**

Summer is cool at HMNS—in 2023, the Museum registered 4,823 campers for a season filled with discovery and adventure against the backdrop of authentic dinosaur fossils, Egyptian mummies, and an array of the finest specimens and artifacts in the world. Summer Camps at HMNS aim to inspire the next generation of engineers and scientists by providing STEM-focused instruction using curricula developed by our in-house content specialists.

## **SCOUTS@HMNS**

Supported by Oxy

The Museum provided badge classes and enrichment events to 2,805 scouts in 2023, including 318 "Badges on Demand." Classes on subjects such as the history and development of ciphers and codes, the science of photography, and space exploration provide Scouts an opportunity to explore the natural world while working toward their goals. In 2023, noteworthy badges like "First Aid" and "Uncovering the Past" were added to the catalog of courses offered at HMNS.



Summer Camps offer young scientists a chance to explore everyday science, including the photographic process!

### **GEMS**

The annual Girls Exploring Math and Science (GEMS) event, in collaboration with the Girl Scouts of San Jacinto Council, aims to narrow the STEM gender gap and inspire young women. Girls of all ages are welcomed to engage with industry professionals, participate in captivating demonstrations, and immerse themselves in hands-on activities. Exceptional participants have the chance to showcase their science projects, competing for prizes that benefit their classrooms, science labs, or Scout troops.

1,476





Docents enrich the Museum experience with insights gained from extensive training and their own unique stories.

## **EXPEDITION CENTER / EXXONMOBIL CAREER CHALLENGE**

For over three decades, the HMNS Expedition Center has been taking countless hopeful astronauts on thrilling journeys to the Moon and Mars. These immersive, teambuilding simulations require participants to apply their problem-solving prowess to complete exhilarating space missions, mirroring real NASA training programs.

The ExxonMobil Career Challenge program extends this experience to every 6th grader in HISD, offering them the chance to engage in an Expedition Center mission. Alongside, students delve into additional learning activities focused on contemporary STEM careers.

**STUDENTS TOOK PART IN** THE CAREER **CHALLENGE PROGRAM** 

165



**EXPEDITION CENTER MISSIONS** 

### **MORAN ECOTEENS**

Supported by The W.T. and Louise J. Moran Foundation

Moran Ecoteens are an impressive cohort of high schoolaged scholars who dedicate their time to supporting—and exploring – HMNS. In their roles, Moran Ecoteens are able to acquire skills that help shape their professional outlooks and provide insight into future careers while enjoying the camaraderie of fellow teens passionate about natural science. As volunteers, they primarily aid teachers and interact with enthusiastic young campers in the Museum's summer science camp sessions. Additionally, they deliver engaging exhibit hall presentations using Museum specimens and artifacts. In 2023, the Museum trained 154 Moran Ecoteen Volunteers who provided more than 13,800 volunteer hours of service to the Museum.

In 2023, the Moran Teen Advisory Council (TAC) planned both in-person and virtual events to engage other teens with HMNS. This included Teen Night events focusing on the King Tut's Tomb exhibit and the Sharks! exhibit. They also hosted and produced TAC Virtual Study Breaks, published on the HMNS Youtube channel to share with a wider audience.



Moran Ecoteens engage with guests of all ages through their in-gallery training.



## 20 LECTURES

perspectives on science.

1,009
ATTENDEES





## **ADULT EDUCATION**

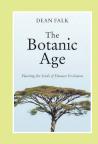
### **DISTINGUISHED LECTURES**

Presented by Apache Corporation

Twice monthly, the world's leading experts are invited to the Museum to present a robust lecture in their respective fields. Topics cover a variety of disciplines, including archaeology, paleontology, astronomy, and conservation.



Shark Code: Lessons from Nature's Fiercest Predators Marine Biologist Melissa Cristina Márquez



The Botanic Age Evolutionary Anthropologist Dean Falk, PhD

In partnership with
The Leakey Foundation

### SHELL EDUCATORS' PREVIEWS

The Shell Educators' Preview invites Houston teachers to an exclusive evening at the Museum, where they can explore the newest exhibits and attend professional workshops. This biannual gathering not only fosters connections between HMNS and community educators, but also offers them valuable networking and career development opportunities. In 2023, more than 1,000 educators, representing more than 25 local school districts, participated.

**SPRING 2023 PREVIEW** 

**FALL 2023 PREVIEW** 

800 203 ATTENDEES

19
SCHOOL DISTRICTS
REPRESENTED

SCHOOL DISTRICTS REPRESENTED

# **Accessibility**

At HMNS, we foster inclusivity and provide a warm environment for everyone. We aim to make this evident in every facet of the Museum, spanning exhibits, programs, amenities, and accessibility points. Below are the 2023 highlights of accessibility initiatives:

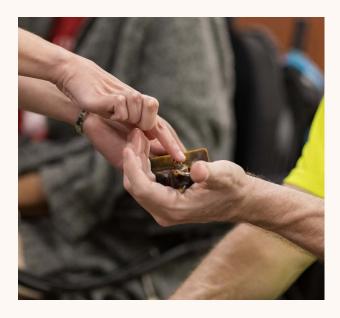
### **TOUCH TOURS**

Touch Tours, distinctive tactile experiences designed for blind and low-vision visitors, are offered throughout the year. Specially trained educators lead these tours, providing detailed verbal descriptions and using tactile objects to enrich the exploration of exhibits.

On July 1, volunteers and Moran Ecoteens assisted six tour groups of 26 visitors who are blind and low vision, in coordination with the National Confederation of the Blind Convention in Houston. These groups went on special tactile tours through *King Tut's Tomb Discovery Experience* and The Laurie and Reed Morian Cabinet of Curiosities, and they also engaged with touch carts in the permanent exhibit halls. While a participant was exploring The Laurie and Reed Morian Cabinet of Curiosities with a Moran Ecoteen who was providing verbal description and assistance, the participant shared, *"This is the best museum experience I've ever had!"* 



Volunteers share replica scarabs for Touch Tour participants to explore.





Tactile objects used to aid blind and low-vision visitors.

### **SENSORY BACKPACKS**

Starting in spring 2023, backpacks with sensory fidgets, magnifying glasses, Wiki Stix, ear defenders, and comfort items were made available to guests. These backpacks provide readily-available items to help students with low vision, blindness, intellectual disabilities, or other sensory sensitivities.



## **SENSORY FRIENDLY EVENTS**

Supported by the Joan and Stanford Alexander Family Fund

Sensory Friendly Events are offered several times a year at Hermann Park and Sugar Land. Exhibit halls are adjusted to be as sensory neutral as possible, and guests are provided with exploration planners, visual vocabulary cards, and sensory backpacks.



Participants from the Paving the Pathway to Success program through Texas Workforce Commission – Vocational Rehabilitation Services.

### **PARTNERSHIPS**

HMNS partners with a number of community organizations to support young adults with disabilities and neurological differences. This year, staff participated in the Paving the Pathway to Success program through the Texas Workforce Commission and Vocational Rehabilitation Services. This program pairs a business mentor with a group of students with various disabilities, and the team works on a project together. The HMNS team chose to focus on creating a successful marketing campaign and correlating souvenirs to promote Autism Awareness Month at HMNS.

### **FACILITIES**

As the Museum strives to to serve all people, facility upgrades were completed throughout the year, including automatic doors in Sugar Land; updating all public-use wheelchairs with anti-tip technology; and, continuing to prioritize digital accessibility by contracting with a company that works with organizations to ensure they are meeting the standard of Web Content Accessibility Guidelines (WCAG).

"I liked how the event was quiet due to the fact that there were not a lot of people around and I liked how there were stations set up for us to touch items and learn about each item."

-TOUCH TOUR PARTICIPANT



Accessibility Programs Manager, Matti Wallin, shares a replica of King Tut's coffin with a Touch Tour participant.

### **STAFF TRAINING**

In an effort to continually educate and excel, 148 Museum staff completed sensitivity training to prepare them to welcome guests of all abilities. This training included an overview of the types of various disabilities, detailed information regarding HMNS resources available to assist with learning differences, and instruction on inclusivity in the classroom for children with disabilities.



Two volunteers, Marianne Sullivan and Pat Hazlett, lead a Touch Tour presentation centering on King Tutankhamun.

**EXHIBITS & COLLECTIONS** 

# **Special Exhibitions**

## **HERMANN PARK EXHIBITS**

## **Dreher Masterworks**

JUNE 3, 2022 - MAY 29, 2023





This exhibition—showcasing 120 masterworks spanning four generations of the Dreher family—comprised one of the finest collections of lapidary art in the world. The lifelike sculptures, crafted with exquisite detail from gemstones and minerals such as ruby, sapphire, garnet, topaz, and agate, showcased the Dreher family's impeccable taste and skill of the time—many of which had never been displayed publicly.

## King Tut's Tomb: Discovery Experience october 28, 2022 - ONGOING

Supported by Woodforest Bank, the John P. McGovern Foundation, the Harriet and Truett Latimer Endowment Fund, and HMW Entertainment

Through the *Discovery Experience*, guests timetravel to 1922 to witness the first glimpses of one of the most remarkable discoveries in archaeology: King Tutankhamun's tomb. In this state-of-the-art exhibition, guests are transported to the Valley of the Kings alongside archaeologist Howard Carter and immersed in the tomb's burial chambers, golden treasures, and floor-to-ceiling hieroglyphs. Every element is built to exact scale, with object reproductions and never-before-seen photos provided by the Egyptian Ministry of Antiquities.



## The Art of Texas State Parks, a Centennial Art Exhibition

**MAY 26 - OCTOBER 1, 2023** 

Organized by Texas Parks and Wildlife Department, The Meadows Center for Water and the Environment at Texas State University, and the Houston Museum of Natural Science

Established in 1923, the Texas State Park System includes 89 sites that represent 640,000 acres of public land. These sites preserve Texas landscapes, provide refuge and habitat for native plants and animals, and offer an increasingly urban population places to connect to the natural world. To commemorate the 100-year anniversary of the State Parks of Texas, artists from across the State were invited to capture the spirit and unique beauty of the State parks on canvas. The paintings on view offered a snapshot of Texas's ecosystems and history.





## **Trains Over Texas**

**NOVEMBER 17, 2023 - JANUARY 7, 2024** 

Supported by Glen Rosenbaum and Union Pacific Foundation



Trains Over Texas is an annual holiday exhibition that takes guests on a journey through our state's major cities and iconic landmarks with O scale model trains. Every year, guests experience the charm of oil country salt domes, expansive prairies and wetlands, and renowned national monuments for another year in this captivating exhibit.





## Sharks! The Meg, The Monsters & the Myths

**MAY 26, 2023 - ONGOING** 

Organized by the Houston Museum of Natural Science. Supported by the John P. McGovern Foundation, Novum Energy, British International School of Houston, and the J.W. Couch Foundation

Sharks! explores the incredible diversity of these unique predators and delves into their jaw-dropping adaptations and behaviors, which have continued to inspire scientific innovation on a global scale.

Making all ocean-lovers' dreams come true, Sharks! puts guests up close and personal with live sharks in the touch tank for a truly immersive experience. In this innovative exhibition, built in-house by HMNS staff, guests have a chance to touch a shark and discover what makes these creatures unique—from bait balls to bioluminescence.





The highest for an HMNS special exhibit since BODY WORLDS in 2009 Field Trips

IN 2023



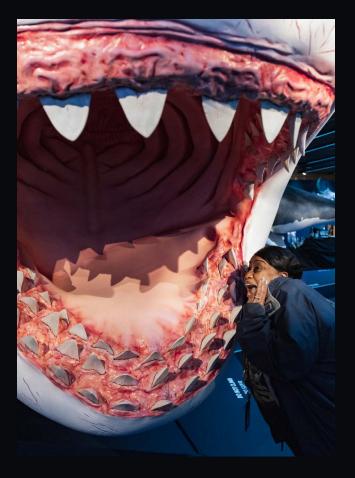


"Sharks are beautiful animals, and if you're lucky enough to see lots of them, that means that you're in a healthy ocean. You should be afraid if you are in the ocean and don't see sharks."

-SYLVIA EARLE



## **EXHIBITION HIGHLIGHTS**



## Behemoth's Bite

## IN THE JAWS OF MEGALODON

Guests experience the primal dread of looking into the gaping maw of the ancient Megalodon, the largest shark ever known to have existed. They are invited to imagine the raw power behind those enormous, serrated teeth, some reaching up to seven inches long with the handcrafted scale model. This imposing beast, once ruling the prehistoric seas, could swallow a small car—a reminder of how mind-blowing nature can be.



## **Evolving Predators**

## **JOURNEY THROUGH SHARK EVOLUTION**

The history of sharks stretches back over 450 million years, far pre-dating dinosaurs. Guests engage with the evolution of these remarkable creatures, from primitive forms to the refined hunters of today. Fossils and animations bring this deep past to life, igniting curiosity and wonder in future paleontologists.









# Interactive Encounters HANDS-ON EXPLORATION OF MARINE LIFE

The touch tank brings an interactive dimension to marine exploration: seeing live sharks, feeling the surprising textures of manta rays, the armor-like surface of crabs, and the velvety resilience of starfish. This tactile experience serves as a compelling reminder of the variety and wonder of evolutionary adaptations in the aquatic world.







Every shark tooth, fin, and tank was expertly crafted in-house.

## **SUGAR LAND EXHIBITS**

## Ocean Bound

**JANUARY 27 - MAY 15, 2023** 

Supported by City of Sugar Land Public Works Department

Ocean Bound made waves in Sugar Land, taking guests on a journey through watersheds to see how human's actions affect our oceans. Guests were invited to "make it rain" in a large 3-D watershed model; pilot a full-size two-station "submersible" from mountain stream to the ocean; and, explore eye-popping aquatic species and ecosystems along the way.







The City of Sugar Land Public Works Department won two awards at the annual state water conference, Texas Water, as a result of the partnership with the Museum: a Watermark Award for Community Outreach and Education, and a Water Conservation and Reuse Award.

## **Tree Houses**

**MAY 26 - SEPTEMBER 4, 2023** 







In *Tree Houses*, visitors discovered the many habitats trees provide for animals large and small—and people, too. Guests uncovered fascinating facts about who actually lives in trees, discovered what kind of animal clues to look and listen for in the forest, and designed and built model treehouses. Fun activities like stomping on the Forest Sound Dance Floor to make woodpecker tapping sounds and turkey gobbles helped reinforce the importance of taking note of nature and the animals around them.

## Block Party, Too

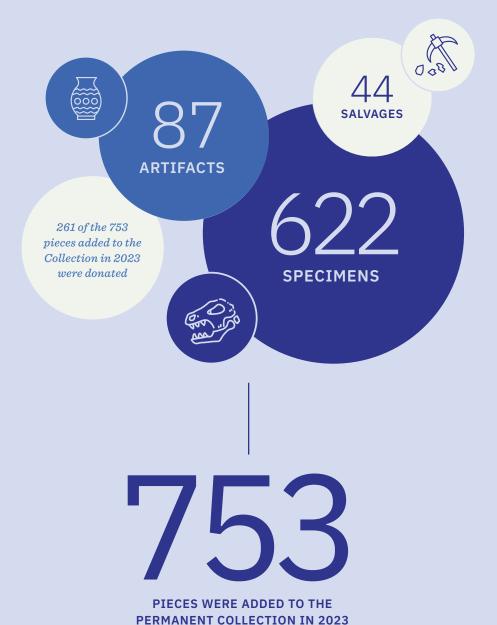
**SEPTEMBER 8, 2023 - JANUARY 15, 2024** 

Block Party, Too made its triumphant return to Sugar Land for another exciting year, featuring a specially designed toddler zone focused on early childhood development. Children embarked on stimulating adventures in architecture and construction, using their creativity to craft imaginative and innovative structures.



**EXHIBITS & COLLECTIONS** 

# **Acquisitions**



# Made possible, in large part, by generous gifts from the following donors:

Adventures in Birds
Fox Benton
Tiffany Bridges
Dan Brooks
Janet Combes
Richard Dalke
Benjamin Gorman
Gary and Trish Greaser

HMNS Guild
Philip and Gayle Huffman
Peter Lacovara
Antonio La Pastina and Dale Rice
George Lindahl, III
Margaret Lozar
Carolina McCord

Adam Mekler
Jon Jay Mendlovitz
Tina Petway
Ben and Jackie Scardello
Farrar Stockton
USF&WS
Kasey Zangeneh
Houston Zoo

## **Anthropology**

In 2023, the Anthropology Department focused on preparations and installation of the new Amazonia section of the McGovern Hall of the Americas. To ensure the preservation and longevity of the feather works, this particular section is reviewed and refreshed each year. This also provides an opportunity to highlight artifacts and information about different Tribes that populate the area.



The Kayapó people live along the Xingu River on both sides of the border of the Pará and Mato Grosso states, Brazil. With a population of about 6,000, the Kayapó utilize natural resources, such as feathers, as well as imported materials, such as beads, to make body adornments. Some of these are worn on special occasions. Others, like this colorful necklace, are worn daily. This necklace, a gift from Dr. La Pastina and Mr. Rice, is a welcome addition to the Museum's collection of ethnographic belongings from the Amazon rainforest.

**Beaded multi-strand Necklace** · Kayapó, Mato Grosso, Cuibá, Brazil Gift of Antonio La Pastina and Dale Rice

## **Egyptology**

### PRE- AND EARLY DYNASTIC PERIODS (3,500 - 3,000 BC)

The Egyptology Department prioritized conservation of the permanent collection in 2023. Ron Harvey, Objects Conservator, spent a week at the Museum conserving several pieces, including a wooden stela acquired in 2012. The removal of the stela from its frame also permitted a new discovery to be made on the reverse, which had been hidden for nearly 170 years.



HMNS has built a small, but choice, collection of stone vessels spanning ancient Egyptian history. This example is of note not just for the multi-colored stone but also for its provenance: it is recorded in the stock of Joseph Brummer, the noted Hungarian-American dealer and tastemaker in the 1930s. Not only can it be seen on his stock card, but the vessel itself preserves a rare survival of one of his inventory labels, a fascinating link between his age and ours.

Ovoid hardstone vessel · Egypt

## **Entomology**

In 2023, the Entomology Department prepared for the upcoming re-design of the Entomology collection in the Cockrell Butterfly Center. To enhance and complement the existing permanent collection, this reinstallation will include locating and acquiring dozens of specimens from known vendors, as well as collecting field samples.



As the largest moth in North America, the inclusion of *Hyalophora cecropia* into the collection is vital. These specimens are becoming increasingly important as Cecropia moth populations have steadily declined in Houston in the last 20 years. The defining characteristic are the striking eyespots on the tip of each wing, which function as a snake mimic to fool predators. Upon closer inspection, males have larger antennae, while females have larger abdomens. Oddly enough, neither gender have the required mouthparts to eat as an adult, primarily because they have very short life spans, during which they focus solely on mating.

*Hyalophora cecropia* · "Cecropia moth" specimens *Gift of Farrar Stockton* 

## Malacology

The Malacology Department is the proud permanent repository of the Guido Poppe Collection of Mollusks and Marine Invertebrates, a collection constantly being studied by Malacology experts around the world. In 2023, some samples within the collection—previously termed "unknown"—were studied, identified, and subsequently re-catalogued as 14 Holotypes and 40 Paratypes. These exciting discoveries are very important in the Malacology world, as researchers now have the opportunity to further study these newly described species.



This amazing *Harpa cabriti* is the most outstanding example of this color variation for this species of the Family HARPIDAE. The species is widely spread throughout most of the South Pacific Island nations and has several color variations. However, this red specimen is currently the only one of its kind. The fact that the red color covers the entire specimen indicates that the color was genetically produced, as opposed to being a result of environmental or habit-dwelling factors. Other specimens are regularly found by divers near Toliara, Madagascar, but they do not bear this overall vibrant color.

## **Paleontology**

In 2023, the Paleontology Department was excited to partner with Dr. Cliff Jeremiah and Sam Houston State University, working together to create a 3D printed cast of a baby Meg jaw, based on Dr. Jeremiah's research. This was based on Dr. Jeremiah's research and involved scanning and 3D printing the replica. Additionally, the Department received an impressive bone bed and completed the mount and casing design for installation in the Morian Hall of Paleontology.



This large bone block quarried from the massive Marchant bed consists mostly of Edmontosaurus *annectens* fossils with several other species present, including turtles, crocodiles, gar fish, and Triceratops. Mixed in among the other fossils are eight shed T-rex teeth, evidence that the apex predator was feeding in the area where these animals died, perhaps even on the remains of the herbivorous dinosaurs. The Marchant Block gives visitors a rare opportunity to see how dinosaur fossils are sometimes discovered in the field.

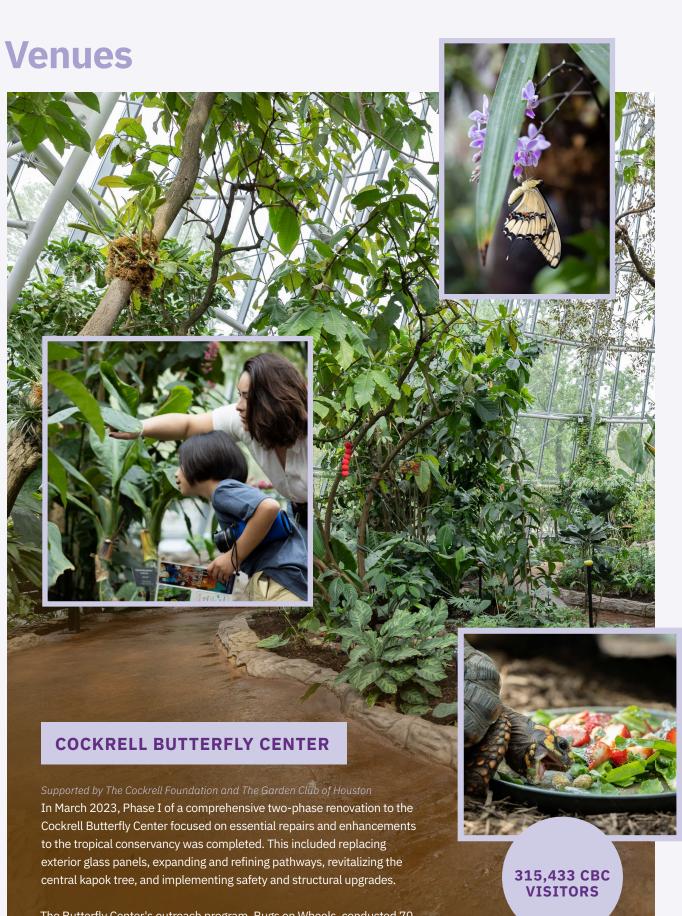
Marchant Bone Block  $\cdot$  Late Cretaceous, Lance Formation, Wyoming  $\cdot$  99.5 x 53 x 15 in. Gift of Gary and Trish Greaser

## **Vertebrate Zoology**

The Department of Vertebrate Zoology continues to collaborate with Buffalo Bayou Partnership to analyze camera-trap data on mammals and birds living along Buffalo Bayou. In 2023, the collaboration produced interesting preliminary results, including capturing images of a small pack of Coyotes that live very close to Downtown and recording important ecological information for the little-known Swamp Rabbit that is endemic to our region.



In 2023, we received a taxidermized female Yellow-Backed Duiker (Cephalophus silvicultor), a specimen very rarely—if at all—showcased in any museum. This species of Duiker gets its name from the yellow fur on its back, and the name "Duiker" is based on the Afrikaans word for "Diver," known for its habit of diving into nearby bushes when danger is lurking. This is one of the largest species of Duiker endemic to the West African tropical forest and considered to be "Near Threatened" status and decreasing in population, due to poaching and deforestation.



The Butterfly Center's outreach program, Bugs on Wheels, conducted 70 engaging presentations for 8,765 individuals. These initiatives play a crucial role in enriching the educational aspect of the immersive Butterfly Center experience.

198,156 BBP VISITORS



The Wortham Giant Screen Theatre and Burke Baker Planetarium attracted over 300,000 visitors in 2023, offering captivating experiences that brought science to life through the art of visual and aural storytelling

At the Burke Baker Planetarium, the *Totality Over Texas* program marked the beginning of a series of solar phenomena, starting with the annular solar eclipse crossing Texas. This program, shared with planetariums statewide, educated and prepared audiences for these rare celestial events.







On October 14, 2023, Houstonians gathered at the Museum to witness the moon's journey across the sun. The event featured a range of engaging activities including telescope viewing, pinhole viewers, UV bead experiments, wood burning demonstrations, solar cooking displays, a pinhole pergola, and numerous other opportunities for observation and exploration.

# **HMNS** at Sugar Land

HMNS at Sugar Land remains a vibrant hub of natural science exploration in Fort Bend County, offering enriching experiences for families and hosting the largest number of Sensory Friendly Morning visitors to date.

Throughout the year, staff welcomed 1,450 guests for Saturday nature programming. These enriching activities, included with general admission, are part of a fruitful collaboration with the esteemed Texas Master Naturalist – Coastal Prairie Chapter. These Saturdays further highlight the captivating Insect Zoo and enchanting Pollinator Garden, which exist in tandem to offer hands-on experiences that bring guests closer to nature.

926
S126,626
IN FUNDS FOR JINGLE TREE'S
2023 OPERATING SUPPORT

Jingle Tree 2023, Sugar Land's annual holiday fundraising event, shattered prior records with 926 guests and \$126,626 in funds raised for operating support. We thank co-chairs Stacy Dunn Borgfeldt and Pam Duggan Gray, as well as presenting sponsor Houston Methodist Sugar Land Hospital, for their generous support.







# **The George Observatory**

The George Observatory celebrated another year of astronomical success. The Observatory unveiled new exhibits and updated interfaces with telescopes to enhance the guest experience. Of particular note in 2023 was the celestial celebration for the Annular Eclipse in October, with the Observatory offering a variety of related programs that attracted many eager participants.

There was a significant increase in field trips and private group bookings for stargazing events, showcasing the Observatory's growing appeal and educational value. As the year concluded, the George Observatory stood as a beacon of astronomical wonder, drawing in curious minds and passionate explorers.



# **Membership**

The HMNS Membership community continued to grow in 2023, closing the year with an all-time high of 76,730 households, a 12% increase over 2022. Members' sustained support and continued interest is an integral part of the success of the Museum.

The Membership Department hosts a diverse range of exclusive events and promotions. In the summer, on Member Mornings, members are given complimentary access to ticketed venues across the Museum including the Burke Baker Planetarium, the Cockrell Butterfly Center, and the Sugar Land special exhibition: *Tree Houses*. In 2023, more than 1,500 members enjoyed the exhibits, a 12% increase from summer 2022. Additionally, every September is Member Appreciation Month (MAM), which features special offers, Museum Store discounts, and access to exclusive education programming. This year's response was remarkable with 1,340 tickets purchased during the MAM time frame.

51.6K
MEMBERS

56.4K
MEMBERS

2020

2021

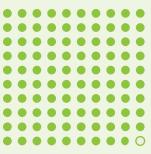
2022

2023









98.8% BOGO RECIPIENTS ARE NEW TO THE PROGRAM

During the 4th annual Educator Buy One, Give One (BOGO) campaign, 2,286 memberships were donated to educators in our community. The beloved BOGO Campaign continues to help the Museum serve new audiences with 98.82% of 2023 BOGO recipients identified as new to the program. Among the various school districts in the Houston area, Houston ISD stood out as the year's largest recipient group.

The Corporate Membership program, which provides Family-level memberships for the employees of our Corporate Partners in Science, flourished in 2023. From January to December, 8,002 corporate memberships were redeemed by employees, and participating members purchased 18,800 tickets.



# **Financial Report**

## Statement of Financial Position as of December 31, 2023 and 2022

ssets	2023	2022
Cash	16,022,842	19,644,801
Prepaid expenses and other receivables	2,306,714	1,222,320
Inventory and other assets	10,653,102	6,425,965
Operating contributions receivable, net	23,404,061	27,646,532
Cash restricted for capital and permanent exhibits	2,755,343	3,115,876
Contributions receivable restricted for capital and permanent exhibits, net	24,172,770	8,459,916
Property, net	148,588,999	141,260,346
Contributions receivable restricted for endowments, net	2,059,761	331,787
Investments	78,265,251	69,424,418
Collections	-	-
TOTAL ASSETS	308,228,843	277,531,961
	- 308,228,843	- 277,531,961
TOTAL ASSETS abilities and Net Assets	- <b>308,228,843</b> 2,248,054	- <b>277,531,961</b> 2,512,089
TOTAL ASSETS abilities and Net Assets		
abilities and Net Assets LIABILITIES Accounts payable and accrued expenses	2,248,054	2,512,089
abilities and Net Assets LIABILITIES Accounts payable and accrued expenses Construction payable	2,248,054 306,989	2,512,089 212,357
abilities and Net Assets LIABILITIES Accounts payable and accrued expenses Construction payable Accrued interest expense	2,248,054 306,989 2,068,246	2,512,089 212,357 533,597
abilities and Net Assets  LIABILITIES  Accounts payable and accrued expenses  Construction payable  Accrued interest expense  Accrued payroll and related benefits expenses	2,248,054 306,989 2,068,246 728,505	2,512,089 212,357 533,597 607,780
abilities and Net Assets  LIABILITIES  Accounts payable and accrued expenses  Construction payable  Accrued interest expense  Accrued payroll and related benefits expenses  Deferred fees and program revenue	2,248,054 306,989 2,068,246 728,505 2,721,082	2,512,089 212,357 533,597 607,780 2,602,416

## OPERATING REVENUE

Without donor restrictions

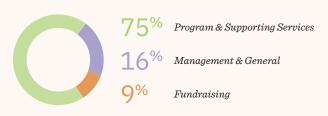
With donor restrictions

TOTAL NET ASSETS

TOTAL LIABILITIES AND NET ASSETS

# 84% Earned Revenue 16% Contributed Revenue

## **OPERATING EXPENSES**



### **ENDOWMENT FUND**

126,098,883

125,874,029

251,972,912

308,228,843

129,146,787

103,256,976

232,403,763

277,531,961



## Statement of Activities for the year ended December 31, 2023

perating Revenue	W/OUT DONOR RESTRICTIONS	W/DONOR RESTRICTIONS	TOTAL
FEES AND PROGRAM REVENUE			
Admission fees	21,357,369	-	21,357,369
Membership fees	4,566,906	-	4,566,906
Gift shop sales	4,602,448	-	4,602,448
Cost of goods sold	(2,021,966)	-	(2,021,966)
Educational program fees	2,445,813	-	2,445,813
Parking fees	2,376,310	-	2,376,310
Facility rental, food services, and exhibit participation fees	2,399,262	-	2,339,262
CONTRIBUTIONS	3,598,552	2,771,978	6,370,530
SPECIAL EVENTS	2,336,632	-	2,336,632
COST OF BENEFITS PROVIDED TO DONORS	(1,141,016)	-	(1,141,016)
NET INVESTMENT RETURN	2,135,024	-	2,135,024
OTHER INCOME	1,486,174	-	1,486,174
TOTAL OPERATING REVENUE	44,081,508	2,771,978	46,853,486
NET ASSETS RELEASED FROM RESTRICTIONS			
Program expenditures	3,081,476	(3,081,476)	-
Expiration of time restrictions	4,691,677	(4,691,677)	-
Investment earnings distributed from endowments	1,857,802	-	1,857,802
TOTAL	53,712,463	(5,001,175)	48,711,288
Museum collections and exhibits	14,539,512	-	14,539,512
Museum collections and exhibits	14,539,512	-	14,539,512
Admissions and visitor services	10,327,294	-	10,327,294
Educational programs	3,964,414	-	3,964,414
TOTAL PROGRAM SERVICES	28,831,220	-	28,831,220
Management and general	8,018,929	-	8,018,929
Advertising and public relations	5,018,348	-	5,018,348
Fundraising	3,468,120	-	3,468,120
Gift shop	2,123,873	-	2,123,873
Membership development	697,783	-	697,783
TOTAL OPERATING EXPENSES	48,158,273	-	48,158,273
hanges in Net Assets from Operations	5,554,190	(5,001,175)	553,015
OTHER CHANGES IN NET ASSETS			
Non-operating contributions	-	37,275,839	37,275,839
Net endowment investment return	-	3,777,901	3,777,901
Collection purchases	(20,179,804)	-	(20,179,804)
NET ASSETS RELEASED FROM RESTRICTIONS			
Endowment distributions	-	(1,857,802)	(1,857,802)
Collection purchases	11,577,710	(11,577,710)	-
CHANGES IN NET ASSETS	11,577,710 (3,047,904)	(11,577,710) <b>22,617,053</b>	19,569,149
<u> </u>			- <b>19,569,149</b> 232,403,763

# Development

Thanks to the unwavering support of our donor community, the Museum raised a staggering \$43.7 million in the 2023 fiscal year: \$7.7 million for general operating support, \$4.6 million for restricted endowment funds, and \$36 million for capital projects.

A strong focus continues on the ambitious capital initiatives designed to renovate some of the Museum's most popular spaces. The Education Center will undergo a complete revitalization, introducing redesigned public

areas that feature updated educational dioramas and biomes, enhanced wayfinding, and a state-of-the-art Early Childhood Learning Center, allowing HMNS to better serve young children during this vital stage of their development. Looking ahead, the Cullen Hall of Gems and Minerals is poised for transformation, which will double the exhibit space, modern displays, and new world-class specimens, and further reinforce its reputation as home to one of the finest collections of natural mineral crystals in the world.



2023 Gala: Sunset Soirée

Transported to an island getaway, 500 of HMNS's most fervent supporters traded their black-tie attire for vibrant spring blazers, flowing silk caftans, and tropical prints, creating a colorful paradise. Chaired by Stephanie and Frank Tsuru, the evening showcased coveted items in the silent auction, including rare gems and fossils curated by President and CEO Joel A. Bartsch, as well as an iconic 1961 Generation 1 Chevrolet Corvette, generously donated by Stephanie and Frank Tsuru. The event was a remarkable success, raising more than \$2.3 million for general operations and helping to ensure the Museum's ability to promote science education to nearly 2 million visitors and 500,000 students annually.



## Critter Crawl: A Paleo Glow

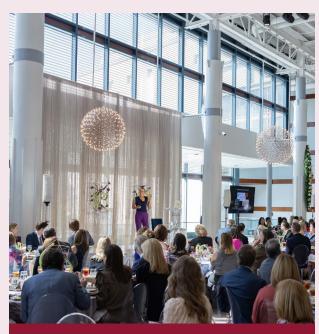
This family-focused Museum bash, chaired by Anne and Walker Kahle, Allie and HD Pappas, and Katherine and John Plumb, was a blast of science-fueled fun for all ages. *Critter Crawl: A Paleo Glow* lit up the minds of more than 750 curious paleontologists and social butterflies with a dino-mite scavenger hunt, an insect petting zoo, and a "glow room" featuring light-up fossils, minerals, and even glowing treats. The event raised \$109,850. All proceeds are used to keep the Museum buzzing with exciting education programs, fueling the imaginations of young science enthusiasts.



Chairs: Anne and Walker Kahle, Allie and HD Pappas, and Katherine and John Plumb and their families

## Excellence in Science Luncheon

The Excellence in Science Luncheon celebrates exceptional STEM education in the Houston area. With great thanks to The Cockrell Foundation, a Museum fund was established in 1990 to grant annual scholarships to local students and teachers who have excelled in the areas of math and science. In addition to honoring their accomplishments, the Luncheon also features a keynote speaker, whose topic focuses on a given subject within the field of science and natural history. In 2023, with chairs Carolyn and Jake Sabat leading the charge, the Museum welcomed over 250 guests and had the opportunity to hear from internationally acclaimed neuroscientist, Dr. Hannah Critchlow. Dr. Critchlow explored the "Science of Fate" and took guests on a journey explaining how some answers to fundamental questions related to fate and free will may actually lie in our understanding of the human brain. A remarkable \$351,651 was raised to support the Museum's educational programming, including school tours, outreach programs, teacher workshops, and educator open houses.



Excellence in Science Luncheon Speaker,
Dr. Hannah Critchlow



Award winners Tatum Dixon, Selene Verhofstad, Keira Boone, and Hailey Burgower with President and CEO Joel A. Bartsch



Chairs Carolyn and Jake Sabat with President and CEO Joel A. Bartsch and featured speaker Dr. Hannah Critchlow

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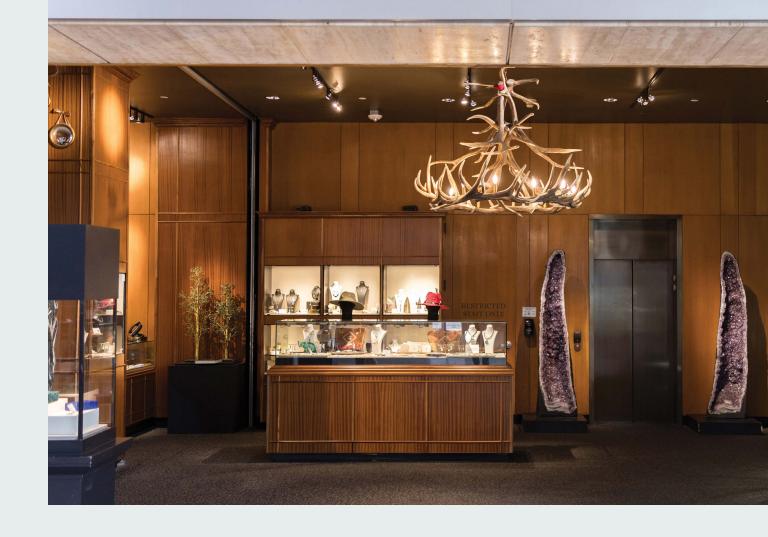
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# **Exit through the Museum Store**

On your next visit, stop by the Museum Store and take a little piece of HMNS home with you. Choose from an array of curated merchandise including intricate mineral carvings, handcrafted jewelry, and artfully prepared fossils.



museumstone













# **Ways to Give**

Your generosity ensures that the Houston Museum of Natural Science may continue to advance its mission to serve the community as a leader in informal science education. Below are just some of the ways to give:

### **ANNUAL FUND**

Support the Museum's ongoing needs with a gift to the Annual Fund. Donors of \$2,500 or more are invited to join the H. P. Attwater Society. Members enjoy additional benefits, including private events and exhibition previews.

### **SPECIAL EVENTS**

Become an underwriter or purchase tickets for the HMNS Annual Gala, Excellence in Science Luncheon, and Critter Crawl.

### **CORPORATE GIVING**

Join our Partners in Science program. Your company will receive a number of employee benefits and recognition, while supporting our education programs.

## **PLANNED GIVING**

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