

# 2021

AT A GLANCE REPORT



museum of  
**science+industry**  
chicago



# A Message From MSI President and CEO Chevy Humphrey



The pandemic represented rapidly changing conditions calling for accelerated evolution, and MSI has responded. In these years of crisis, we needed to ask fundamental questions about the Museum of Science and Industry and its role as a foundational institution in Chicago. How can MSI meet the urgent needs of our communities? Where can scientific discovery and innovation support needed education and scientific understanding? How can MSI facilitate learning wherever students are? These questions and many more shaped how the Museum, our leadership and our team navigated planning and decision making these last years, and the result is a stronger, more resilient and more responsive MSI.

I arrived as the new CEO of MSI at the beginning of 2021, the start of my role as leader of this tremendous institution at a time when the largest science museum in the Western Hemisphere sat quiet. In contrast, today our full vitality is on display: MSI's attendance is on the rise, our partnerships with Chicago schools are bringing our exhibitions and expertise into neighborhoods and schools across the city and we anticipate a host of best-in-class developments for MSI, from emerging exhibits that take visitors deep inside the process of scientific discovery to the continuation of the longest running celebration of Black art and science in the country. We are in a time of recovery and reemergence, and MSI has reemerged stronger and more dynamic than ever.

As we plan for a future that continues to evolve the role and power of a science museum, we are learning from the lessons of the past years, how community input helps create a responsive, adaptive, community-oriented institution. We have been listening, Chicago. Quite literally, in fact. In more than 1,000 conversations in communities across Chicagoland, we heard what MSI means to communities, to families, to business and industry, and to schools as we collectively celebrate the science and industry that are the foundation of our economy and our future.

Over the next three years, we will build on that trust, strengthening our relationships with Chicago neighborhoods and businesses, modernizing our exhibits and deepening our commitment to students and schools to ensure that MSI is a dynamic part of learning in and out of the classroom.

I'm excited for what's next, and I appreciate being on this journey with you.

With gratitude,

A handwritten signature in black ink that reads "Chevy". The signature is fluid and cursive, written in a professional but personal style.



## *We Can Beat The Pandemic. Together.*

We returned in March 2021 with a new exhibit about the COVID-19 pandemic and a commitment to limit the spread of this dangerous virus. *We Can Beat the Pandemic. Together.* highlighted the history of pandemics, the epidemiological research that informed our understanding of this new disease, the fundamentals of developing vaccines and the personal stories that make up the current situation. The speed with which this exhibit was developed and installed demonstrates how MSI can be nimble and responsive to the questions of science that arise in the moment.

## STEM Learning

In the summer of 2021, MSI hosted both in-person and virtual summer camps for elementary and middle school students. These were our first-ever camps exclusively for girls, providing the opportunity for them to hone their skills in a variety of hands-on experiments. Science Works also returned as an in-person experience, with 16 companies, universities and organizations introducing young guests to exciting career opportunities in STEM fields. In October, 64 Chicago-area educators came to MSI for in-person professional development courses, delivering our science instruction to schools throughout the area.

MSI's educational efforts flourished outside the building, as well. The launch of our Virtual Field Trips allowed school groups to select lessons from a menu of remote experiences including Learning Labs, virtual tours of iconic exhibits and online videos and experiments. We also saw the return of our Science Minors Clubs, which brought afterschool science learning and training to 4,728 students and 78 educators at 72 unique sites, including nearly 2,000 students from Chicago Public Schools.



## Building Modernization

We completed several critical building projects as part of our ongoing effort to preserve and modernize our 128-year-old home. The year included the final cleaning of the building's stonework, along with reinforced and replaced tuckpointing and restoration of key stones on the façade. Weatherproofing work continued, with rehab work on our roof and domes fully wrapped up and additional leakproofing underway on two of our stairwells. Also, thanks to the support of our donors, we have improved accessibility by installing ADA entrances on every floor of our parking garage.



## Statement of Operating Activity

For the years ending December 31, 2020 and 2021

Revenue and Support	2020	2021
General Admission	\$2,138,737	\$9,723,007
Specialized Ticket Experiences	82,338	4,102,241
Food, Retail, Parking and Other	1,707,389	3,738,148
Membership Sales	1,337,544	2,725,607
Fundraising (operations)	7,093,148	5,923,881
Donor-Funded Program Support	12,467,052	3,459,385
Park District and Government Support	10,363,238	7,134,940
Endowment Draw	4,503,421	4,871,880
<b>Total Revenue and Support</b>	<b>\$39,692,867</b>	<b>\$41,679,089</b>
Expenses	2020	2021
Exhibits and Public Programs	\$16,597,914	\$17,077,891
Education Programs	7,368,729	6,417,406
Guest Services	2,306,536	2,733,610
Retail and Supporting Services	1,118,576	1,500,761
Development and Membership	4,024,987	4,448,449
Management and General	5,026,217	5,151,035
<b>Total Expenses</b>	<b>\$36,442,959</b>	<b>\$37,329,152</b>
<b>Operating Income</b>	<b>\$3,249,908</b>	<b>\$4,349,937</b>



## A Marvel-ous Summer

More than 200,000 people visited our hugely popular exhibit, *Marvel: Universe of Super Heroes*. For six months, guests learned about the stories, characters and storytelling process behind one of the world's most successful entertainment empires, complete with original comic artwork and costumes from the company's successful movie franchises. The run of *Marvel* brought in roughly \$4.1 million. This was nearly 50% higher than our projections, in spite of attendance restrictions due to our COVID-19 mitigation strategies.

## Pioneer Zephyr

In 2021, we renovated and reimagined two of our most iconic transportation legends. The interior of the *Pioneer Zephyr* was redesigned to permit guests to tour the train at their own pace and created a completely new look for the surrounding gallery. This hall has been revitalized to feature all-new interactives and bold video projections that capture the mighty Silver Streak's speed and design.



## Take Flight

The Boeing 727 at the heart of *Take Flight* also received an upgrade. The plane's remodeled interior now recaptures the spirit of the plane's origins in the 1960s and offers insights into the physics and physiology of aviation. We also developed a new surrounding exhibit, highlighting the breadth of the commercial aviation industry. We welcome opportunities to reimagine our classic exhibits and keep human achievements fresh for new generations to discover.

Despite several months of closure, attendance limitations and ongoing public health concerns, guests came out for MSI, with **779,966** visitors in 2021.



MSI's Science Minors Clubs brought science learning to **4,728 student participants at 72 unique sites**, including 22 Chicago Public Schools.

Of the Museum's guests in 2021, **611,202 were paid attendees**, nearly as many as we recorded in 2019.



The Learning Resource Hub, a dedicated at-home learning page developed and curated by MSI's team of educators, hosted **17,949 total pageviews** in 2021.



**118,265 MSI guests** took in a movie in our spectacular 5-story Giant Dome Theater.

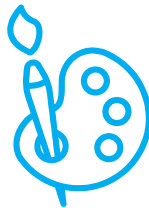


## MSI by the Numbers 2021

Science Works, our showcase for science professionals to meet with aspiring scientists and engineers, drew **3,474 attendees**, including 220 students who met with 70 professionals from 16 organizations.



For the first time ever, the *Black Creativity Juried Art Exhibition* went virtual with an online gallery of works by Black artists, drawing **more than 1,600 digital visits**.



Members turned out for holiday events at MSI: **7,702 guests attended the Boo Fest Member Day** Halloween celebration, while special member-exclusive nights to see ***Christmas Around the World and Holidays of Light*** welcomed **6,535 visitors** across 7 nights.



The Museum's website, [msichicago.org](https://msichicago.org), brought the wonders of science to **2.7 million remote guests**.



The site registered **22.2 million unique views**, compared to 10 million in 2020.



MSI's social media feeds – Twitter, Facebook and Instagram – racked up **54,983,635 impressions**, an increase of more than 66% over 2020.

The Science Leadership Initiative, a partnership bringing whole-school science learning to 40 area schools (including 27 from CPS), **served 18,443 students and 312 participating school team members**.



In the fight against summer brain drain, MSI **distributed 3,400 kits across 102 locations**, including libraries, parks, schools and various community organizations.



# Museum of Science and Industry Leadership

## Board of Trustees

Uma M. Amuluru  
Jeffrey Applebaum  
Pat A. Basu  
Doug Boersma  
Matthew J. Boler  
Barbara L. Bowles  
Stephanie G. Braming  
Byron T. Brazier, D.Min.  
Allan E. Bulley, Jr.  
Chris Cartwright  
Piyush Chaudhari  
Frank M. Clark  
Michelle L. Collins  
Douglas M. Cook  
Richard H. Copans  
Christopher M. Crane (Chair)  
James S. Crown  
Kent P. Dauten  
Anthony B. Davis  
Pedro DeJesus, Jr.  
Katherine C. Doyle  
Ann M. Drake  
James J. Drury III  
Joseph M. Erlinger  
Opella Ernest  
W. James Farrell  
Michael W. Ferro, Jr.  
David A. Fisher  
Ezequiel Flores  
Greg Franks  
James J. Fuentes  
James T. Glerum, Jr.  
William M. Goodyear

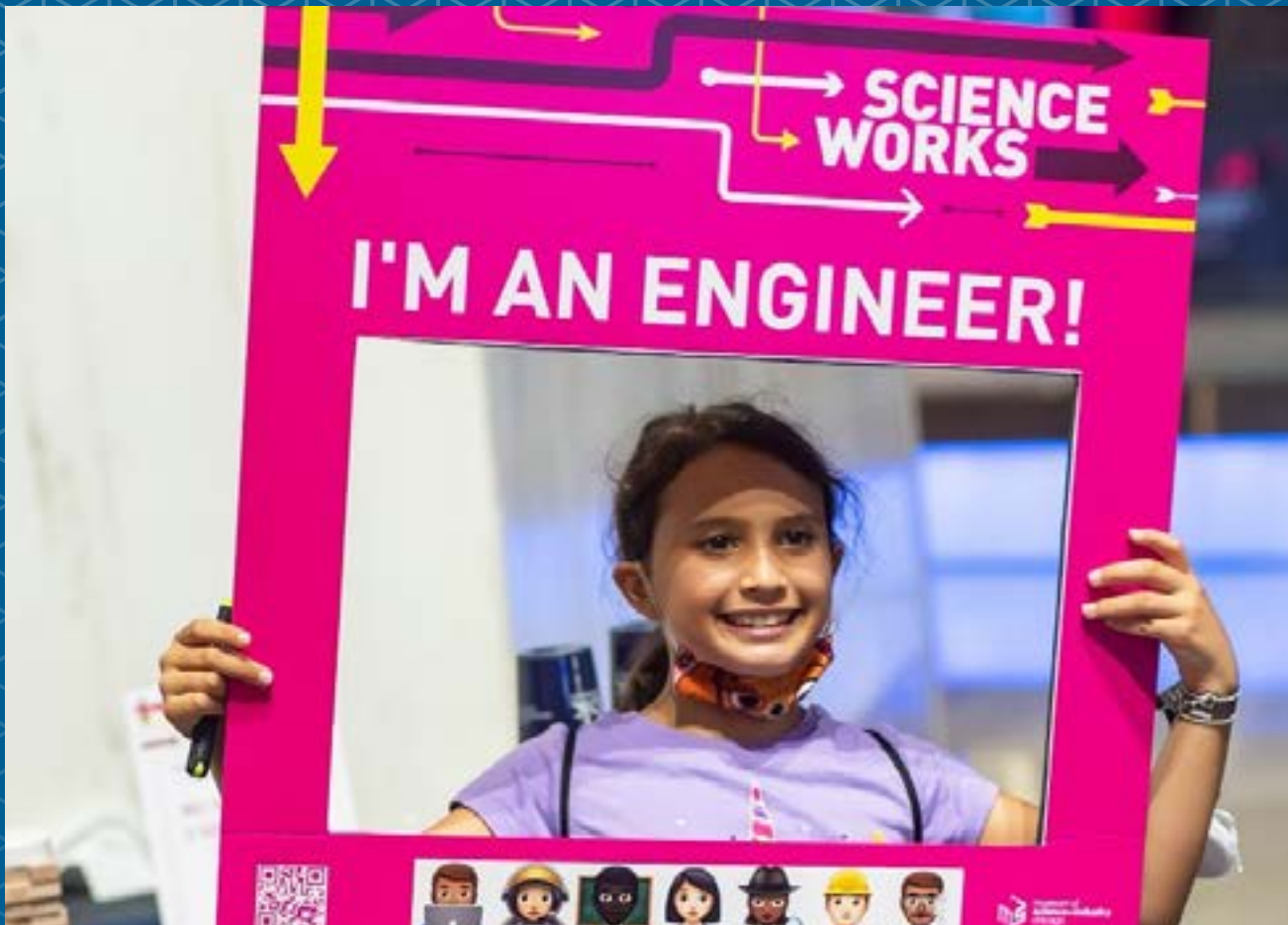
James A. Gordon  
Benjamin S. Graham  
Catherine P. Greenspon  
Stephanie J. Hickman  
Chevy Humphrey  
Justin Ishbia  
Rashod R. Johnson, P.E.  
Edward L. Kaplan  
Vikram Karnani  
Michael P. Krasny  
Eric P. Lefkofsky  
Charles A. Lewis  
H. John Livingston  
Robert A. Livingston  
Barry L. MacLean  
Duncan A. MacLean  
DG Macpherson  
Matthew M. Maloney  
Tom McGuinness  
Andrew J. McKenna  
Oscar Munoz  
Robert S. Murley  
Daniela O'Leary-Gill  
Robert F. Pasin  
Sheila A. Penrose  
Louis V. Pinkham  
John F. Podjasek III  
Jason Pritzker  
Michael A. Reinsdorf  
Larry D. Richman  
Michelle M. Russell  
Manuel Sanchez  
E. Scott Santi

Smita Shah  
Virginia K. Simmons  
Melody A. Spann-Cooper  
Byron O. Spruell  
Shundrawn A. Thomas  
Matt A. VanderZee  
David J. Vitale  
Ralph Wanger  
Ann C. Williams  
Peng Zhao  
Elizabeth Ziegler

## Life Trustees

Charles K. Bobrinsky  
John A. Canning, Jr.  
Lester Crown  
William J. Devers, Jr.  
Dennis J. FitzSimons  
Jere D. Fluno  
James R. Kackley  
John P. Keller  
Richard H. Lenny  
Edward M. Liddy  
Walter E. Massey, Ph.D.  
Robert S. Morrison  
Terry E. Newman  
James J. O'Connor  
William A. Osborn  
Cindy Pritzker  
James A. Skinner  
Eugene A. Tracy  
Arthur R. Velasquez

As of May 10, 2022.



**MISSION:** To inspire the inventive genius in everyone.

**VISION:** Science discerns the laws of nature; industry applies them to the needs of humanity.

museum of **science+industry** chicago