

September 10, 2012

The Honorable Deval Patrick
Massachusetts State House
Office of the Governor
The State House
Boston, MA 02133

Dear Governor Patrick,

This year, The Discovery Museums celebrate 30 years of inspiring curiosity. To mark the occasion of our 30th Anniversary, we are offering a year of special programs and events to thank and celebrate our broad community of members, visitors, donors and sponsors.

I am writing to you today to request your support of a Proclamation marking November 10, 2012 "Discovery Museums Day." You kindly assisted us with this when we celebrated 25th anniversary in 2007. The framed Proclamation is proudly displayed in the museum.

The Discovery Museums have much to be proud of in our 30 year history. More than 4 million people have walked through our doors since we opened in 1982. In addition to increasing our membership by 30% in each of the last two years, we served more than 35,000 people in 2011 for free or at deeply reduced cost through our *Open Door Connections* program. Enclosed is more detailed information about The Discovery Museums and our community impact.

We look forward to building on this history of growth with a master plan for expansion of our facilities currently underway. Our objective is to expand permanent exhibit space, create a gallery space for traveling exhibits and public events, and build-out the Museums' outdoor education space within our 4.5-acre campus.

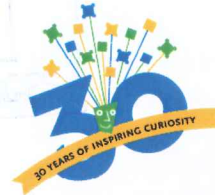
We hope you will join us to help mark this special anniversary! Our Marketing Specialist, Jill Jacques, will follow-up shortly to coordinate the details and find out if you need anything else from us for the proclamation. She can be contacted at 978-264-4200 x14.

Please do not hesitate to contact me with any questions at 978-264-4200 x25. Thank you for your consideration and we hope to see you soon.

Sincerely,

Neil H. Gordon
Chief Executive Officer

Enclosure



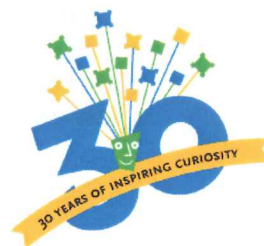
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Our Mission: To inspire enduring curiosity and love of learning through interactive discovery, hands-on inquiry and scientific investigation.

2012 Fast Facts

- Two museums are paired on a **4.5-acre campus** in Acton MA, 18 miles northwest of Boston.
 - **The Children's Discovery Museum** offers imaginative learning spaces for younger children in the cozy setting of an old Victorian home.
 - **The Science Discovery Museum** presents basic STEM (science, technology, engineering and math) principles through exhibits and programs that allow visitors to creatively interact with familiar objects that illustrate all aspects of the physical world.
 - Outdoor exhibits, nature trails, a classroom building and our administrative offices building are also on campus.
- In the past year we've opened two new permanent exhibits: **Dream Green**, which explores green design, energy conservation and sustainability, and **SoundLab**, where children explore the science of vibration and the art of making music.
- We welcomed more than **165,000 visitors in 2011, a 17% increase over 2010**. We celebrate our 30th anniversary this year; more than 4 million people have walked through our doors since we opened in 1982. A single admission fee admits visitors to both museums.
- Half of our visitors live within 30 minutes of the Museums, and half travel from throughout Eastern MA.
- **Membership has increased by 71% in the last two years**; we currently have more than **2,000 members**. Our members get the benefit to two reciprocity programs that provide free admission to more than 650 children's museums and cultural institutions throughout New England and the world.
- We offer **more than 400 special hands-on science, art, music and engineering programs** each year, serving 10,000+ participants, free with admission.
- We have an active **field trip program** with pre-school to high school age children coming to visit us. In the last year, **16,000 school children** and their teachers have come from as far away as Martha's Vineyard, Chicopee and southern New Hampshire.



- Our highly successful [Traveling Science Workshop](#) programs allow our educators to bring hands-on STEM programs that meet state education frameworks to more than [24,000 school children](#) in their classrooms throughout New England. A slideshow on [boston.com](#) can be viewed here http://boston.com/community/moms/gallery/traveling_museum/.
- Our [Open Door Connections](#) program provides opportunities for those who face a variety of barriers---financial, geographic, developmental, or cultural---to experience the Museums. We [served more than 35,000 people in 2011 for free or at deeply reduced cost, 10,000 more than in 2010](#). We provide dedicated free services for families with children on the autism spectrum and families with children with hearing loss, as well as immigrant communities in Lowell.

Recent Awards and National Grants

- 2011 Leaders in Innovation Award, New England Museum Association
- 2011 Museums for America grant, Institute of Museum and Library Services
- 2010 - 2011 MCCA Cultural Exchange Grant, Museums & Community Collaborations Abroad (MCCA), American Association of Museums (AAM) and the US Department of State
- 2010 & 2011 X Prize National Education Program Grant, St. Louis Science Center
- 2010 – 2012 Massachusetts Promise Fellowship Award, Americorps
- 2010 Promising Practice Award, Association of Children’s Museums & MetLife Foundation

Visitors

- 75% of visitors come from 90 towns throughout the Commonwealth.
- 46% of adult visitors report they are in their 30s; 31% in their 40s; 21% are 50+
- 89% are female, 11% male (adults)
- 72% report their oldest child is aged 7 and under; 43% have an oldest child aged 4 and under
- 95% have a college/university degree; 54% of those hold a graduate/advanced degree
- 50% of visitors visit 4 or more times per year; 32% visit 2-3 times per year; 11% visit once per year
- [96% of visitors would recommend The Discovery Museums to a friend.](#)

Members

- Current membership is more than 2,000 families and has increased by more than 30% in each of the last two years.
- Our members visit multiple times per year:

1-2 times per year	4.6%
3-5 times per year	31.9%
6-10 times per year	35.1%
more than 10 times per year	25.4%
- [93% of members would recommend membership to a friend.](#)