



Annual Report

2019



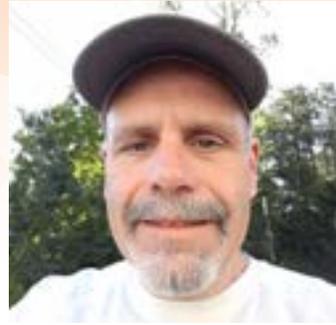
Board of Directors



Susan Austin



Maureen Avery



Rick Barry



Carrie Callan



Patrick Carpenter



Kathy Dubuque



Barbara Giacometti



Janet Gravel



Jennifer Hanselman



Chuck Kelly



Michael Roundy



Lolly Templeton

We want to extend a special thank you to former Board President Diana McLean. This past summer, after serving on the APCM Board of Directors for over a decade, Diana resigned her position. During her time as a Board member, Programs Committee Chair, and President of the Board, Diana helped to transform APCM into a beloved community asset. Among her many accomplishments are the growth and promotion of our iconic Penguin Plunge, Movie Nights, the annual Princess Tea Party, and exhibits upgrades such as the Construction Zone.

Thank you for your tireless support, Diana!



A Note From the Director



I'm excited!

Why? Because, having just accepted the Executive Director role at APCM in September of this year, I see a world of potential. After a year as Assistant Director, I have gained a thorough knowledge and understanding of the ins and outs of APCM. More importantly, I understand what the museum means to the community.

We have a solid foundation to build on. And build we will! We are currently developing plans to grow our educational programming, upgrade several of our exhibits, and get involved in events in and around Westfield.

Stay tuned. It's going to be fun!

Ray Radigan

Thank You, Kate!

After five years as Executive Director of Amelia Park Children's Museum, Kate Daly stepped down from her post in July.

As Executive Director, Kate left her mark on the museum. In addition to upgrading the grocery store and doctor's office exhibits, she brought Clarabelle the Cow to the museum floor. Kate also designed and implemented APCM's educational activity program and oversaw the installation of the Dino Dig exhibit. We now proudly offer story time on Mondays, art activities on Thursdays, and science lab on Fridays.

Her leadership was crucial in keeping APCM a destination for learning and play. We are fortunate that Kate has agreed to stay on in a more limited role to assist with operations and fundraising events.



The People Who Made it Happen

We want to extend our deep gratitude to the individuals and businesses listed below. It's thanks to their support that APCM is able to be a leader in learning through play. Their generous support enables us to continue to serve the community and grow our exhibits, events, and educational offerings year-round. Thank you!

- Advance Mfg. Co., Inc.
- Air Compressor Engineering
- AXIS
- Bates Fullam Insurance
- Berkshire Bank Foundation Inc.
- Bertera Dodge, Chrysler, Jeep, Ram
- Betts Plumbing and Heating Supply Inc.
- The Charlie Galvin Band
- Bulkley Richardson
- City of Westfield
- Cowles, Pete
- Dunkin' of Westfield
- Easthampton Savings Bank Foundation, Inc.
- Fathers and Sons Audi, Volvo, Volkswagen
- Flowers By Webster
- Forish Construction
- The Home Depot
- Hummason, Don
- Josh Simpson Contemporary Glass
- Kittie Does Country
- Lamirande, Bill
- Liptak Emergency Water Removal
- McCabe, Mike
- New England Disposal Technologies
- The New System
- Oasis Specialty Glass And Shower Doors
- Osella, Christine
- Park Square Realty
- ProAmpac
- R. Levesque Associates
- Shortstop Bar & Grill
- Spath & Son, Inc.
- Team Kevin Regan
- Tin Bridge Brewing Co.
- Utz
- Viz-Bang
- Westfield G&E
- Westfield News
- Westfield River Brewing
- Whalen, Lisa
- Whip City Fiber
- All others who generously volunteer their time and financial support for the museum.

Not on the list? APCM is always looking for energetic volunteers and supportive donors to help us bring the museum to life for our community. Please let us know if you want to be involved, by contacting Executive Director, Ray Radigan at 413-572-4014 or fun@ameliaparkmuseum.org

Financial Overview

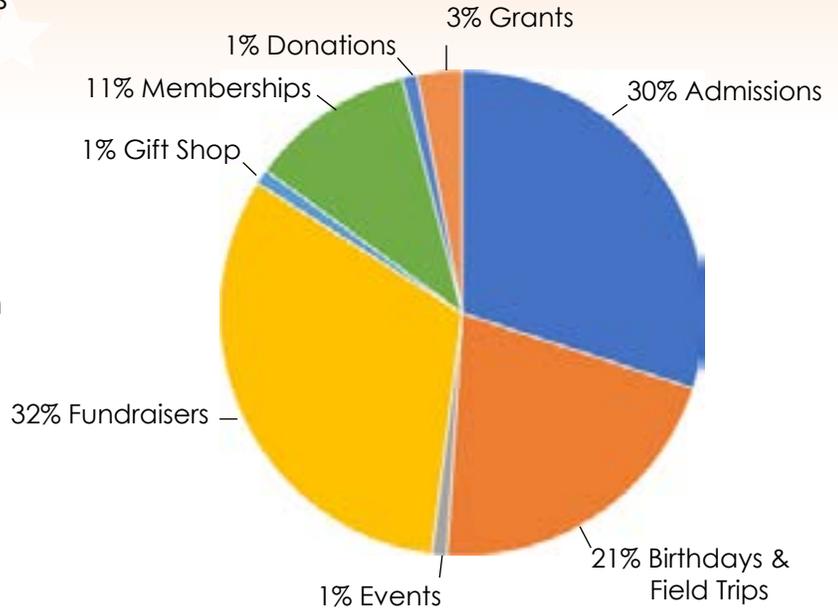
APCM has now occupied its stand-alone building for over a decade, made possible by the generous support of Al Ferst and so many other supporters from the Greater Westfield community.

Our day-to-day operations are sustained through a combination of admission fees, memberships, fundraising events, sponsor support, grants, and direct donations from people like you, who value having such a high-impact educational resource right here in Westfield.

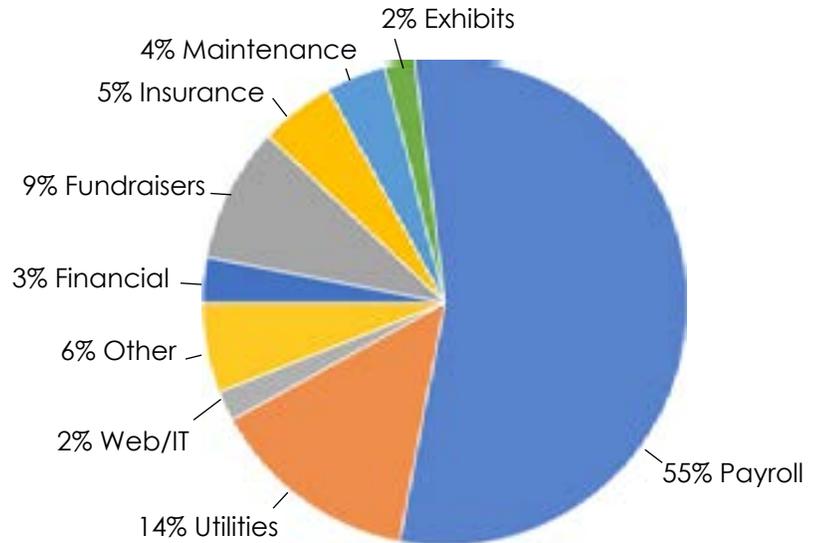
Our largest expenses year after year have been utility costs and payroll expenses. The latter will present even greater challenges in the years to come, as minimum wage increases will push our staffing costs up by over 40 percent.

Fiscal year 2019 was a good year for APCM, with the dual successes of the Penguin Plunge and Whip City Brewfest, coupled with increasing traffic at the museum. We are eager to build on that positive trend, so we can be sure the Museum will remain a viable presence and asset in the community. The generous support of members, sponsors, donors, and other supporters makes it all possible. Thank you!

REVENUE



EXPENSES



15%

85%

Contributed Revenue

Earned Revenue

Highlights from 2019

First Night

The Westfield 350 celebration kicked off on New Year's eve and we were proud to open our door to the community for free. With over a thousand people joining us for a live radio broadcast and fireworks on the back lawn, it was a great way to ring in 2019.

Penguin Plunge

Our 15th annual Penguin Plunge brought the community together for an afternoon of food, fun, and freezing water. Kuddos to all who braved the cold and took a dip!

\$2 Thursdays

In an effort to make APCM more accessible to everyone in our community, we began offering \$2 admission for all visitors on Thursday afternoons. That's 75% off standard admission. We've seen many grateful families take advantage of this opportunity.



Photo by Danny Nason



Date With Dad

Dads and their little ones came out for an evening of play and special activities throughout the museum.

Tea Party

Our 5th annual Tea Party was our biggest yet! Princesses large and small (and even a few princes) came out for royal snacks, regal activities, and exclusive access to the museum.

Story Corner

In June we installed our newly designed Story Corner. With a comfy alphabet carpet and beanbag chairs, it's the perfect place to relax with a good book.

BrewFest

The 2nd annual Whip City BrewFest was bigger and better than last year. Over 500 people came out for 30+ breweries and a dozen food trucks and vendors in downtown Westfield.

Whip City
BREW FEST

Free Fun Friday

With the support of the Highland Street Foundation, we opened our doors for free on Friday, July 5. Over 700 people came in for some fun learning through play.

Coming Up in 2020



Penguin Plunge

The 16th annual Penguin Plunge will take place on Saturday, January 25th at Hampton Ponds Park in Westfield. Help support our proud plungers. Or, better yet, become one!

Tea Party

With the success of 2019's Tea Party, we will be expanding the event to include additional activities and educational entertainment. Become a part of the biggest event in the museum all year.

BrewFest

We're looking to build on the success of last year's Whip City BrewFest. Be a part of one of the largest events in downtown Westfield!

Exhibits

Want to be a part of something a little more permanent? APCM is currently developing plans to upgrade several of our iconic exhibits. Become a part of the conversation!

STEM

Get involved in our upcoming STEM network. We will be introducing new STEM programs, and exhibit elements in the coming year to grow our reputation as the area's premier location for learning through play.



With your help, we can continue our mission of encouraging and inspiring children's imaginations and help them learn about the world around them.



ameliaparkmuseum.org/support-apcm