

ANNUAL REPORT SUBMITTED TO THE CITY OF SALEM

A.C. GILBERT'S DISCOVERY VILLAGE

Fiscal year July 1, 2010 through June 30, 2011

Prepared by: Pamela A. Vorachek, Executive Director

The mission of A. C. Gilbert's Discovery Village is to:

“Inspire children of all ages to learn and grow through play.”

The Board of Directors and all staff contributed to the process of developing this mission statement in 2010. This mission statement became effective July 1, 2010.

INTRODUCTION

A.C. Gilbert's Discovery Village is a private nonprofit children's museum located in downtown Salem's Riverfront Park. Founded in 1989, A.C. Gilbert's Discovery Village provides innovative and stimulating educational experiences that spark a child's natural curiosity. Open 361 days a year, A.C. Gilbert's Discovery Village is a regional destination offering hands-on workshops, classes, camps, birthday parties and exhibit exploration. We provide interactive exhibits in the arts, sciences and humanities, as well as extensive on-site and outreach educational programs.

We received several honors this year. We were voted “Best Kid's Entertainment” by Salem Monthly readers. We received the Gold Medal for “Best Place to Take the Kids” and “Best Birthday Party Venue” in the Statesman Journal Best of the Mid-Valley. We also received the Bronze Medal for “Best Family Attraction.”

The museum joined “Let's Move,” an initiative started by First Lady Michelle Obama. “Let's Move” promotes the benefits of healthy eating, nutrition and exercise. As a museum member of “Let's Move” we use our exhibits, programming and food selection in the Village store to encourage healthy habits.

This year 81,602 visitors ventured through our gates, approximately the same number as last year. Our annual attendance numbers reflect 28% general admission, 26% member admission, and 15% for group visitation. We received over 600 visitors per day on nine different occasions, over 4,200 visitors during the week of spring break, and between 8,000 and 9,000 visitors during the months of March, June, July and August of 2011.

In keeping with our mission of reaching all youth, the Village welcomed 13% of our visitors at no charge! Through guest passes, scholarships or as part of the reciprocal Association of Science and Technology Center Passport Program, we seek innovative ways to encourage attendance through free and low cost admissions. This year we had a 5% increase in public assistance admissions. While our attendance numbers have remained steady for the last two years, we fell just short of our goal for admission income by less than 2% which translates to a value of \$1,562. We also came up short of our goal for membership sales by approximately 10%, which tallies out to \$12,669.

We have two regular groups that meet at the museum: The Salem Young Magicians Association, part of the national affiliation of The Society of Young Magicians, and a Girl Scout Troop. The Salem Young Magicians meet twice a month at the museum to educate children in the art of illusions and magic tricks. In exchange, they conduct magic shows at our special events, when requested. Girl Scout Troop #314 meets at the museum and regularly assists with volunteer projects on a bi-monthly basis.

“This was way beyond our expectations!
As a mother and teacher, this place is AMAZING!”

-Visitor, Gerber, California

MUSEUM BUILDINGS AND EXHIBITS

For many years our standards for safe practices and safe facility have been lauded by our insurance company. This year we decided to add an additional safety element by installing security cameras throughout the museum. These security cameras are primarily used to review inappropriate activities, if any were to occur.

Through a grant from the City of Salem Transient Occupancy Tax, we were able to replace the vinyl flooring in all the houses. The City of Salem investigated and evaluated the need for seismic upgrades for Rockenfield, Parrish and Gilbert Houses.

The wall around the perimeter was repainted as an Eagle Scout project and once again we sealed all the wood in the Outdoor Discovery Center.

Gilbert House

We retired two exhibits this year in the Gilbert House. The Body Basics exhibit and the Bone Room annex were removed to make room for our new Oregon Room exhibit and Eastern Oregon annex.

In the Oregon Room exhibit, visitors explore Eastern Oregon and travel to the Oregon coast in just a few steps. One entrance takes visitors behind a waterfall and through a cave into the Cascade Mountains. They can investigate the vast agricultural resources of the Willamette Valley and experience milking Annabelle, our resident Holstein cow, funded by Marion County Dairy Women. Climbing over the Coast range will bring visitors to a beach play area. In the Eastern Oregon annex fossils are displayed and petroglyphs are created. The Willamette Valley Gem and Mineral Club provides a changeable display of rocks and minerals.

The Bubble Room, located down the hall from the Oregon Room, has received adjustments for moisture control. We removed our plumber's table, added a dehumidifier and modified a fan schedule for a fan which exhausts air to the outside.

Parrish House, Wilson-Durbin House, Rockenfield-Bean House

There were no significant changes to these houses this year.

EDUCATION PROGRAMS

A.C. Gilbert's Discovery Village mission celebrates children's curiosity and encourages behaviors that come to them naturally — asking questions, exploring the world around them and testing ideas through play. We continue to offer afterschool programming, on-site workshops and classes, outreach classes and Girl Scout badge days. By offering these programs the museum provides opportunities for children to play, learn, discover, explore and challenge their surroundings while building confidence, knowledge and independence.

Our Education Department offers many hands-on classes and programs with content that supplements classroom teaching and meets the Oregon State Standards for educational content.

This year we served over 10,000 people with close to 350 classes. We held multiple classes for Farm Worker Housing Development Corporation, Foster Parents Night Out, transitional homeless shelters, multiple schools and the YWCA DaVinci Girls program. At the schools we conducted twelve Family Discovery Programs for approximately 3,000 people. Our programs traveled to schools up to 90 miles away; reaching to west to the coast, east to the Santiam Canyon, south to Cottage Grove and as far north as Beaverton.

Education Program Details:

- 26 field trip classes serving 424 children
- Seven overnights
- 27 discovery programs
- 3 Girl Scout badge days for 100 girls
- 34 day camps serving 350 kids
- 27 Village workshops serving 430 kids
- Three six-week Village classes

At the museum, we conducted 27 one day programs, several six week classes, and held 7 overnights (three for Girl Scouts and four for schools). We held over 30 summer camps and two mini camps over Spring Break. Through the DaVinci program we conducted 94 classes reaching approximately 2,350 participants. Our preschool at the Village was full with 12 students in the Monday, Wednesday, Friday session and 12 students in the Tuesday, Thursday session.

BU\$INE\$\$ KIDS

We completed our third year of the BU\$INE\$\$ KIDS program, whereby Executive Director Pamela Vorachek trained approximately 20 kids (and their parent-coaches) on how to develop a business. They learned about business and marketing plans, budgeting, keeping track of expenses, customer service and more. Each participant received \$25 in start-up funds with the aim to develop and run a business for six weeks. To encourage philanthropy, the kids gave their earnings back to the museum with the hope of earning an incentive prize. They all realized it took work, effort and time to keep a business running and most had a good time trying!

Here is some feedback from Kurt and Karna Garman, parents of a former BU\$INE\$\$ KIDS participant Adam:

“... My wife and I have been wanting to write you a letter since Spring of this year to let you know what one of your "Business Kid Alumni" has been doing this summer. Adam became involved in a Government Leadership class called TeenPact earlier this year and became determined to go to a week-long National Congress in Virginia, July 2012. In order for him to go, Adam was going to need to save about \$1,500 by next year...yikes! But Adam took it upon himself to start his own landscaping/lawn mower business in May of this year. He now has some regular customers ...He is currently about half way to his goal! ...Even though Adam just turned 14, he used his skills that he has learned at Business Kids/Teens to implement his plans and goal into a reality. ... We want to personally thank you ALL (including your sponsors) for your investment into Business Kids and Business Teens.”

AmeriCorps VISTA

AmeriCorps VISTA is the national service program designed specifically to fight poverty. Founded as Volunteers in Service to America in 1965 and incorporated into the AmeriCorps network of programs in 1993, VISTA has been on the front lines in the fight against poverty in America for more than 40 years. AmeriCorps VISTA members serve full-time for one year.

In 2010, we started with two AmeriCorps Vista members who created an expansion of our outreach to members of the community. After their term ended, we hired Kassie DeMarsh, another AmeriCorps Vista member to continue coordinating the ACCESS program. ACCESS has components of museum partnerships for families to access the museum (i.e. every family that attends a Title one school), reduced fees for educational programs, transportation to the museum, and a shelter outreach program. We received almost \$40,000 in grants this fiscal year to support the program.

The program enabled 4,500 people to visit the museum at our reduced fee rate (\$3.00 per person). In addition, 3,000 people attended through ACCESS programs/rentals and events and 200 through our reduced family membership rate for a total of 7,700 visits.

ACCESS also worked, once again, with the Marion-Polk Food Share to provide enriching educational activities at eleven lunch distribution sites during spring break week in March. Approximately 2,000 kids participated in this program.

Over 1,305 kids enjoyed our educational programming and 940 people participated in our family classes through ACCESS.

Some notable stories include:

Shelter

After participating in a family recycling class, one shelter resident was inspired to create recycled party favors and decorations for her son's birthday party. The child and his friends

“The outdoor play area is one of the craziest, most elaborate structures I've ever seen, much less played on. My kid could probably spend a whole day running around finding all the nooks and crannies in that thing. Add to that, 3 houses full of activities and interesting information, including a whole room dedicated to making bubbles, and you've got a day full of fun!”

- Jonathan W., Corvallis, OR

experienced an excellent birthday event thanks to ideas the mother gleaned through her experiences with our shelter outreach program.

Apples and Art

During spring break week Marion Polk Food Share provides free lunches at many different sites. In conjunction with this, A.C. Gilbert's Discovery Village provided mind-enriching activities for children at twelve Salem/Keizer school sites. At one Title I school location a group of children came to get their free lunches every day. Each day when they would walk in and the first thing they would ask the volunteers was "what cool things do we get to do today?" This sentiment was reflected at several sites.

Even Start

Through the ACCESS program's partners many families are able to visit the museum for free. Through the museum's Community Cooperation membership, partnering organizations have discovered that some families visit the museum often. This is true for Liana's family. Liana had never taken her family to the museum, in part due to her language barrier. When she was given a pass in Spanish to visit the museum for free, she took advantage of it. She says the museum has provided her time and space to spend quality time with her children in an educational atmosphere.

HIGHLIGHTS OF EVENTS AND ACTIVITIES

Free Days

We provided many opportunities for free visits. A total of 13,929 visitors entered at no charge.

- **September 12** - Grandparents' Free Day
- **August 3** – National Night Out free evening with activities, 6:00 to 8:00 pm
- **October 16** - Free admission with a carved pumpkin
- **March** - Partnership with Marion Polk Food Share: receive a guest pass for each donation of 5 cans of food during the month of March
- **April 28** – Multicultural Night free afterhours activity event, 5:30 – 8:30 pm
- **May 8** - Mothers' Free Day
- **June 19** - Fathers' Free Day

Special Activities and Events (selected)

A.C. Gilbert's Discovery Village always strives to offer something to our community to enhance the livability of Salem. Besides educational exhibits and programs we hosted a number of special programs and events. These included:

July 2010

- We had another successful newspaper hat-making booth at the **Salem Art Fair & Festival**.
- Half price admission on July 4.
- Silly Summer Days (free with museum admission) – drop-in events took place every Friday in July and ran through August.
- In partnership with the Department of Children and Family Services, our Big Chair went to Marion County Fair for the **Reading for All** family activity.

- We partnered with **Salem Volcanoes** to bring a pitching booth to our museum.
- **Cultural Home Stay** students from China and students from **Tokyo International University** were hosted for tours of the museum. In exchange, these students led cultural crafts for our visitor on July 26 and July 27.

August 2010

- 3 different groups from **Willamette University** and **HOME** volunteers volunteered to stain our Outdoor Discovery Center.

September 2010

- Fur, Feathers, and Fins, an animal and pet-related event, helped raise funds and awareness for our newest exhibit: The Village Vet Clinic. Several nonprofit organizations such as the **Coastal Conservation, Dr. Terry Gerros of Santiam Equine, Dr. Leanne Eggert of The Pet Clinic, KC's Exotic Bird Rescue, Oregon Department of Fish & Wildlife, Oregon Veterinary Medical Association, Salem Friends of Felines, Turtle Ridge Wildlife Center** and **Willamette Humane Society** participated by providing activities for children and families.
- Community Work Day on September 25 included a group from **Salem Third Branch** from the Church of Latter Day Saints, who helped us clean up and spruce up our facilities.
- We partnered with **Picture People** to provide free photographs of children posing with their adults on September 12.

October 2010

- We held our 12th Annual Harvest Festival & Pumpkin Merriment which was very successful with 771 guests attending and 357 carved and lit pumpkins on display. The entertainment included live music, dancing, performances and lots of harvest related activities such as pumpkin carving, face painting, a **4-H Petting Zoo**, cider pressing, and a bird feeder craft.

November and December 2010

- Smaller events were held including a story time for kindergarteners, our 21st anniversary celebration, winter holidays and traditions around the world, as well as an event where kids helped create the table centerpieces for our big fundraiser, Discover the Wonder.
- We participated in the **City of Salem** tree lighting event in Riverfront Park by providing materials and guidance so children could make nature ornaments.
- Ten members of our staff volunteered as gift wrappers for an annual "children in need" Christmas gift event sponsored by **Salem Realtors Association**.
- On the last day of December 2010, we held our annual New Year's Eve Family Fun event with an attendance of 603. The theme was Animal Antics. **My Dog's Gym, Turtle Ridge Wildlife Center** and the **4-H Achievers Club of Dallas** were among some of the entertainers at the event. We were also the feature of "On the Go with Joe" of **Good Day Oregon on KPTV** the morning of the event.

January 2011

- Martin Luther King Jr. Day was celebrated with fun activities and a service project which benefited **Family Building Blocks**. The activities were facilitated by 25 volunteers from **Kaiser Permanente**.

- Our new exhibit, The Oregon Room, was unveiled through a grand opening event.
- A new event series called “Express Yourself” began with two fun drop-ins activities about theater and drama.
- We celebrated the families within our organization this month, as well, by holding a Family Movie Night for all museum staff and board members, and their families, at the **Historic Elsinore Theatre** on January 25.

February 2011

- The Chinese New Year was celebrated with fun and authentic Chinese crafts and cuisine in partnership with the Chinese Culture Academy of Salem.
- We celebrated Valentine’s Day with a tea party just for moms and their little ones that included a craft and treats.
- Discover the Wonder, the annual museum fundraiser was held the evening of February 18.
- Sizzlin’ Science, February 19-21, celebrated the “International Year of Chemistry” with a community-wide science festival.
- We hosted meeting spaces for **Western Oregon University Museum Studies Group** on the February 1, **AmeriCorps VISTA** members on February 3 and weekly **Downtown Salem Rotary** Food Drive planning meetings every Tuesday morning.

March 2011

- A story book reading and craft event for Read Across America Day was held on March 2.
- The first Pre-school drop-in of the season provided fun bubble activities for kids.
- In partnership with **Marion-Polk Food Share**, we provided mind-enriching activities at eleven lunch sites daily during spring break through our Apples & Arts program.
- Collected non-perishable food items as part of the Rotary Food Drive for Marion-Polk Food Share.
- In partnership with **Stalnaker’s Photo Studio** we held a Discover your Smile photo contest where families purchased inexpensive professional photographs of their children and entered to win birthday party packages or full photo sessions as prizes. The proceeds of the photo contest helped to fund our educational program.
- We also hosted meeting for a **Spirit Mountain Community Fund** grant writing workshop and **AmeriCorps VISTA members** annual training day.

April 2011

- “Express Yourself” series continued with an event about poetry reading and writing.
- Pre-school drop-in day was held with a focus on the animals in our Oregon Room exhibit.
- Week of the Young Child was celebrated with a big play day and story time for kids.
- National Volunteer Week was recognized with letters thanking our volunteers who served more than 30 hours within the past year and also with a volunteer work party event.
- Multicultural Night provided FREE evening admission to the community with multicultural activities. Organizations displayed examples of the wonderful diversity in our community. We were honored to have local cultural artists, **Indigo Wellness Yoga**, **Japanese Studies Student Leaders Club**, and **Tokyo International University students** as our volunteer helpers for this event.
- Story time that focused on the rain and flowers that make springtime in Oregon so beautiful.

- **Salem Chamber Orchestra** presented a short Peter and the Wolf presentation for our guests on April 1st.
- We participated in Earth Day at the **Oregon Gardens** with an environmental activity booth on April 16.
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May 2011

- A story time and craft was provided to visitors on Mother's Day.
- A preschool drop-in featured a fun scavenger hunt involving the entire Outdoor Discovery Center.
- Two of our education department staff attended an all day workshop on Girls RISENET through the **Oregon Museum of Science and Industry**.

June 2011

- The extremely successful Garden Tour & Plant Sale started off the month.
- A book signing and storybook making event focused on the children's book about A.C. Gilbert.
- We had a booth at **City of Salem's Public Works Day** at Riverfront Park.
- A drop-in event for dads and their children on Father's Day.
- Silly Summer Days series began by honoring the **World Beat Festival's** theme: Mexico.
- 50 museum volunteers served 225 hours as gate greeters to help with **Salem Multicultural Institute's World Beat Festival**.

Signature Events

- **October 16 – 12th Annual Harvest Festival & Pumpkin Merriment.** Over 771 people attended the event and over 350 carved and lit pumpkins on display.
- **December 31 –New Years Eve Family Fun** with the theme of Animal Antics. Over 600 people attended the event from 6 – 9 p.m. with animal crafts, a 4-H petting zoo, face painting, My Dog's Gym dog agility, a comedy performance, and a play in both English and Spanish.
- **February 19-21– Sizzlin' Science,** a three day citywide event funded in part by the City of Salem Transient Occupancy Tax. A scavenger hunt for elements from the periodic table had people roaming the downtown area. Other events were held at **The Elsinore Theatre, Salem Public Library, Northern Lights Theatre Pub, Lulu's Tuttu Cucina, and Straub Environmental Learning Center.**
- **February 18** – we held a fundraiser, **Discover the Wonder Dinner and Auction.** Bob and Susie Lee, Salem educators, provided fun activities during the formal portion of the event.
- **June 3 and 4 – 16th Annual Garden Tour and Plant Sale** was held at Keizer area gardens. The great weather, the great publicity, and the fantastic gardens made this one of the highest attended garden tours in years with over 500 tickets purchased.

VOLUNTEERS

Volunteers gave over 5,000 hours for the year. At the current value for volunteer time (\$21.36 per hour in 2011), this equates to over **\$106,800** in voluntary contributions!

We were honored to work with over **971 volunteers**, of which over **350 were new**, plus many service organizations and groups, such as the Salem Realtors Association, Rotary groups, Girl Scouts, Boy Scouts, Foresters, Home Depot, Willamette University, Tokyo International, Kohl's Department Store, Marion County Juvenile Department, high school honor societies and Key Clubs.

We also hosted volunteers in employment training programs in partnership with Chemeketa Community College, Easter Seals Senior Employment Program, Job Growers, Latino Youth Career Empowerment Program and the Siletz and Chemawa Tribal offices. A Boy Scout group, led by Eagle Scout Marshall Sorosphie, volunteered to paint our Public Service building. Other group volunteers from **Foresters, Kohl's, Key Clubs, Tokyo International University, Willamette University** plus the general public, came to participate in the project.

PROMOTIONS

Earned Media

A.C. Gilbert's Discovery Village receives consistent media coverage of its programs, grants, exhibits and events. The museum received **879 column inches of major media coverage, valued at \$102,940** (using the Statesman Journal 2010 bulk advertising rates).

Major Media Moments

- Series of seven articles published in the *Statesman Journal* about the museum's BU\$INE\$\$ KIDS & TEENS program, a summer entrepreneurial challenge for youths ages 10-15.
- "A.C. Gilbert's steps in to help NW Kids Club members" (July 7, 2010, *SJ Salem Today* article)
- "Children's museum prepares new exhibit about Oregon" (August 20, 2010, *SJ Mid-Valley* article with photos)
- "Salem's attractions make it worth more than a passing glance" (December 5, 2010, featured mention in *The Oregonian* Travel section)
- "Children's museum reaches its majority" (December 16, 2010, *SJ Mid-Valley* article and photos)
- "Revelers in Mid-Valley have a ball greeting 2011" (January 1, 2011, *Statesman Journal* front page photo)
- "Broadening Access for Homeless Families" (January/February 2011, *ASTC Dimensions*, full page article and cover photo in national museum publication)
- "Downtown a hunting ground for periodic elements" (February 8, 2011, *SJ Life*, Kid Trips article)
- "Discover the Wonder in Out and About with Mary Louise VanNatta" (March 20, 2011, *SJ Life* article and photos)
- "160 Reasons We Love the Mid-Valley" (May 15, 2011, museum selected as regional attraction of the day in *SJ Mid-Valley*)
- "Keizer gardens on tour" (June 3, front page article and photos in *SJ Real Living*)

"Very enjoyable! My son—and even we adults—had a blast!"
– Visitor, Seattle, Washinaton

Television

- Holiday spot filmed at CCTV and posted on the museum blog in December 2010.
- Six live spots on KPTV Fox 12's *On the Go with Joe* and six teasers with images of the museum, description of New Year's Eve Family Fun and the museum's name and contact information (December 31, 2010)

Social Media

The children's museum is an active contributor to the conversation about what it means to live in the Mid-Valley. Not only is the museum reviewed on sites such as Yelp.com ("This was a fun stop on our way to the coast ..." June 21, 2011), but we keep the conversation going by participating in social media through our blog, social media sites, and email newsletter.

- **76 blog postings** on the museums' blog, <http://acgilbert.blogspot.com>
- **305 followers** on Twitter, twitter.com/gilberthouse
- **1,285 fans** on Facebook, facebook.com/gilberthouse
- **4,000+ contacts** on our museum e-mail list who receive an average of 3 emails a month.
- **New this year:** the Discovery Village YouTube channel, featuring a guided tour, visitor testimonials, and Bubble Girl's amazing dance moves, youtube.com/discoveryvillage
- We revived the museum's Photo Show account (purchased a one-year subscription in February 2011) and uploaded 5 photo shows that have been viewed collectively 334 times.
- **42,584 absolute unique visitors** to the website, an average of 117 visitors per day. This represents an **11% increase in website traffic** from last year.

Community Involvement

- **Community events** including National Night Out, Fiesta Mexicana in Woodburn, Capitol Pride Festival, Family Building Blocks Riverfront Family Fest, Artisan's Village at Oregon State Fair and First Wednesday.
- **Bubble Girl made over 20 appearances**, both on site and in the community, including a march of mascots during First Wednesday in downtown Salem, at the Walk for Wishes in Bush's Pasture Park, at Public Work's Day in Riverfront Park and in the children's parade for the Salem Art Fair & Festival.
- Coordinated ticket giveaway with the **Oregon State Fair** as part of their online Win Big promotion which included our logo and promotion on an e-blast to 20,000 contacts.
- Offered temporary membership to **NW Kids Club** members' free admission for August.
- Coordinated special offer with **PicturePeople** to provide a free photo shoot on Grandparents' Day.
- Attended the **Legislative Forum** and networked with 27 agencies and businesses all relating to working with children.
- Partnered with **ArtSmart** for an art supply drive and offered 2-for-1 coupon for donations.
- Served on the nonprofit **Salem Area Chamber of Commerce** Greeters team to emphasize the museum's nonprofit status.
- Participated in **Leadership Salem** speed pitch to promote the museum to Leadership Salem members.
- Developed project scopes for interns from **Willamette University** in history and marketing.

- Attended **Go Downtown! First Wednesday** to promote Harvest Festival & Pumpkin Merriment.
- Filmed **CCTV** holiday greeting to promote programs and New Year's Eve Family Fun.
- Launched a **Groupon** promotion in January 2011. Sold 514 groupons and 338 (66%) were redeemed. We were paid a **total of \$1,487.50**. The calculated ROI shows a net return of \$3,451.48 for this promotion.
- Partnered with **Travel Salem** to promote the grand opening of the Oregon Room.
- Coordinated with the **Salem-Keizer and Dallas School Districts** to distribute nearly 10,000 promotional cards for Sizzlin' Science.
- Partnered with the **Historic Elsinore Theatre** for the performance of Science Circus (part of Sizzlin' Science).
- **Rotary Workplace Food Drive** benefitting **Marion Polk Food Share** with 69 two-for-one admission coupons distributed, 477 lbs of food collected.
- Cross-promoted the Discover Your Smile contest with **Stalnaker's Photo Studio**.
- Participated in a year-round ad exchange with **Willamette Heritage Center** and the **World Beat Festival** program.
- Toured and discussed partnerships with the **Juntos Podemos** resource center
- Contributed photo of "Innovative Outdoor Play" for inclusion in the **Association of Children's Museum's** "The Face of Innovation" slideshow at ACM Interactivity 2011.
- Submitted photos to the **Cultural and Tourism Promotion Advisory** Board report to the City Council.

Tourism

A.C. Gilbert's Discovery Village has been recognized as a regional tourist destination, most notably in the *Oregonian* Travel section (see Major Media Moments) and in the tongue-in-cheek article titled "Destination Debauchery: 21 Summer Vacations for 'Bad' Teachers." The museum is consistently recognized as contributing to the quality of life for area residents and drawing out-of-area visitors. In order to maximize our exposure, A.C. Gilbert's Discovery Village partners with Travel Salem to promote the museum as a tourist attraction. In addition to attending regular Team Salem meetings, the museum uses the following resources provided by Travel Salem:

- Listed events on Travel Salem and SalemAlive.com calendar
- Linked to Travel Salem and SalemAlive.com logos through our website
- Distributed Travel Salem magazine at our location
- Met with Travel Salem staff to come up with story ideas to pitch to tourism writers and publications.
- **New this year:** discount coupons were distributed in 10,000 coupon books through Travel Salem.

"We love this place. We enjoy coming to the "Gilbert House" any day of the year. My sons love playing in the play structures outside and inside the different buildings." Visitors, Keizer, Oregon
 (TripAdvisor.com, 11/23/2010)

GRANTS AND SPONSORSHIPS

We raised over \$125,000 in grants and sponsorships this fiscal year!

“Really great! My daughter is adopted from China and
LOVED the China Room. Thanks!”

- Visitor, Chicago, Illinois

PERSONNEL AND BOARD

An eight to twelve member Board of Directors governs A.C. Gilbert’s Discovery Village. The professional staff includes five full-time staff and approximately twenty part-time staff.

Board Members for the 2010-2011 fiscal year

Shannon Martinez, President

Charlotte Sachtjen

Amy East, Vice President

Frank Hellhake

Jerry Purtell, Treasurer (1/2 year)

Mary Anne Schapp

Susan Yesilada, Secretary (part year)

Karma Krause

Don Meyer

Brian Pollinger

Matthew Zeller

Clara Lipetsky (non-voting Leadership Youth)

Jennifer Madland

Core Staff

Pamela Vorachek, Executive Director

Kim Baldwin, Assistant Director

Shirley Brown Alleyne (October – June), Education Director

Stephanie Lenox, Promotions Director

Teresa Worcester, Facilities Director

Michael Finlay, Volunteer and Special Events Coordinator

Deana Sheehan, Visitor Services Manager

Angela Murphy (until Jan 2011), Business Manager

Janelle Rasmussen, Business Manager

Christopher Ross, Preschool Teacher

Kassie DeMarsh, (AmeriCorps VISTA member)

“What a great place for the whole family. We had a 2nd birthday party
with kids of all ages and adults it was so fun.

The bubble room was the best.”

- Tabitha C., Corvallis, OR