



STEAM IN ACTION

OUR MISSION

To bring science to life and lives to science

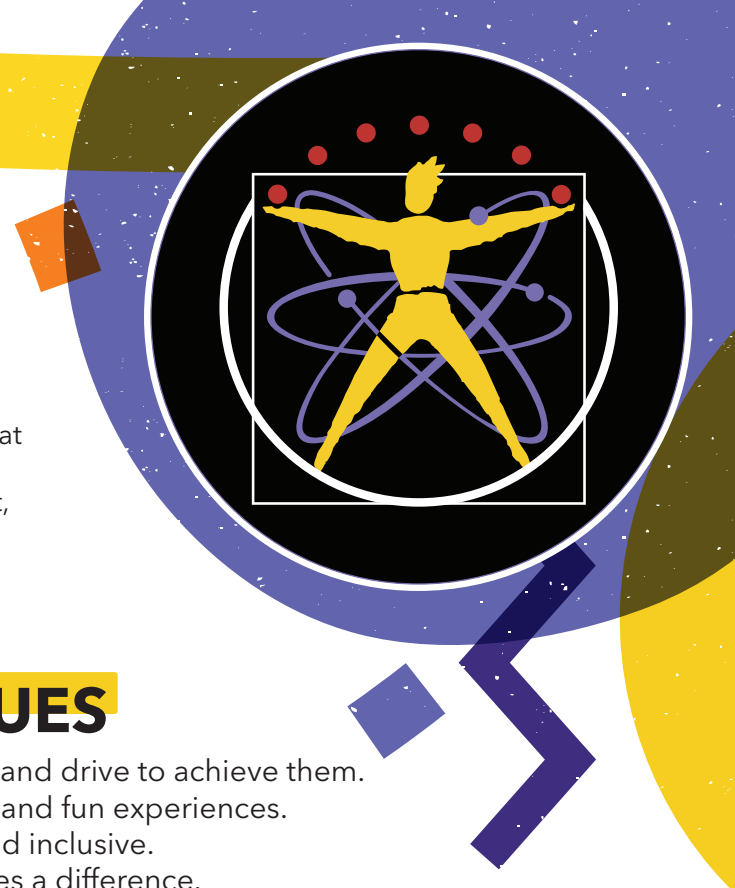
OUR VISION

To be a leader and partner advancing science learning, quality of life and economic development in the Lehigh Valley region by:

- Delivering enjoyable experiences for families and schools that encourage interest in science
- Providing leadership in science, technology, engineering, art, and mathematics (STEAM) education throughout the region
- Inspiring an outstanding 21st century workforce
- Contributing to social and economic vitality

GUIDED BY OUR CORE VALUES

- **Vision:** We have bold ideas, and the leadership, expertise, and drive to achieve them.
- **Learning:** We engage in active learning through authentic and fun experiences.
- **Belonging:** We go above and beyond to be welcoming and inclusive.
- **Passion:** We are excited about what we do because it makes a difference.



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*As of February 2024

DEAR FRIENDS:

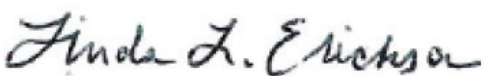
We are always on the lookout for standout examples of STEAM in Action, demonstrating what Leonardo Da Vinci captured in all he discovered, created and imagined - in such examples not only are the lines between Science, Technology, Engineering, the Arts and Math blurred, the disciplines are blended.

This past year we excitedly watched the new Da Vinci Science Center at PPL Pavilion continue to take shape. In two months, its doors will open. What better example of STEAM in Action? From inception to finishing touches, hundreds of people representing the many facets of STEAM are working together to make the new facility a reality.

In the meantime, the team at the Cedar Crest site continued to *Bring Science to Life and Lives to Science* through hosting record-breaking exhibits, forging trailblazing partnerships and creating community where everyone feels welcome and safe to take part in STEAM.

The 2023 Community Impact Report captures the end of one era and the beginning of the next. We thank you for your ongoing support and look forward to experiencing more STEAM in Action at the new Da Vinci Science Center at PPL Pavilion.

Sincerely,



Lin Erickson (she/her)



Jack Gross (he/him)



Jack Gross, Esq.
Chairman, Da Vinci Science Center Board of Trustees



Lin Erickson
Executive Director and CEO, Da Vinci Science Center





STEAM BY THE NUMBERS

FISCAL YEAR 2022-2023 PROGRAM PARTICIPATION

General Admission	38,771
Group Admission	35,624
Membership Admission	27,228
Reserved Programs	9,660
STEAM Outreach Programs	43,197
Professional Development	1,117
Other	5,879
Total Participation	161,476

2023

A RECORD-BREAKING YEAR

In 2022-2023, the Science Center set a new record for participation in exhibit and program experiences, engaging 161,476 participants in STEAM. The traveling exhibits attracted a range of audiences, immersing them in rich, hands-on learning experiences. The variety and scope of these traveling exhibits give a glimpse of the future at Da Vinci Science Center at PPL Pavilion!



EXHIBIT HIGHLIGHT



Rexroth Dinosaur

The new Rexroth Dinosaur gave visitors a glimpse of exhibits to come when the new Da Vinci Science Center at PPL Pavilion opens in the spring of 2024, where it will be on display in the **Science in the Making** Exhibit Gallery, presented by ATAS International. Visitors control various moving parts of the towering 8 ft. tall and 11 ft. long robotic dinosaur to observe the power and precision of hydraulic systems. The Rexroth team that created the dinosaur included Application Engineers, Control/Design Engineers, Assembly Testing & Paint Technicians, Project Managers, Customer Service Representatives, and Graphic Designers - a multidisciplinary example of STEAM in Action!

See me in
Science in the Making
presented by ATAS International



DA VINCI
SCIENCE
CENTER
AT PPL PAVILION

**OPENING
SPRING
2024**

The **Science in the Making** Exhibit Gallery at **Da Vinci Science Center at PPL Pavilion** will surround visitors with the innovation of Lehigh Valley industry. The exhibits will invite guests to explore scientific principles and phenomena and how they are applied in everyday making and advanced manufacturing while showcasing Lehigh Valley companies and jobs that use STEAM to bring ideas to life.

Survival of the Slowest

Our summer traveling exhibit, Survival of the Slowest, invited visitors to observe super slow animals up close and gain a better understanding of how they use their speed - or lack of - to their advantage. The three-toed sloth was a crowd favorite despite his penchant for napping.

The **Lehigh River Watershed** Exhibit Gallery at **Da Vinci Science Center at PPL Pavilion** will feature the animals that are native to the region, including playful North American river otters. Developed in partnership with the Wildlands Conservancy, this exhibit will emphasize the importance of caring for our natural environment.



See me in
Lehigh River Watershed



DA VINCI
SCIENCE
CENTER
AT PPL PAVILION

**OPENING
SPRING
2024**



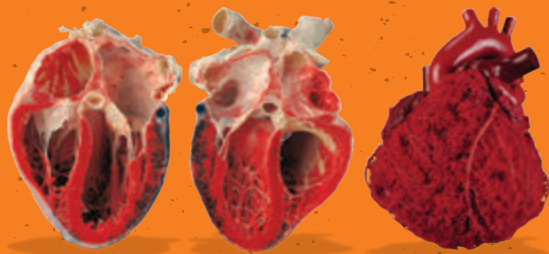
HIGHLIGHTS



Body Worlds RX

BODY WORLDS RX gave visitors a unique opportunity to examine human specimens preserved through Plastination, a technique that removes the fluids from the body and replaces them with plastics that harden. The exhibit was popular with guests of all ages and was featured on NPR's *The Pulse*, a weekly program that tells stories at the heart of health, science and innovation.

The Lehigh Valley Health Network My Body Exhibit Gallery at Da Vinci Science Center at PPL Pavilion will include several plastinated human specimens on display as well as feature a larger-than-life immersive human body experience.



Explore the human body in Lehigh Valley Health Network My Body
DA VINCI SCIENCE CENTER AT PPL PAVILION
OPENING SPRING 2024



Curious George: Let's Get Curious

Curious George has entertained and inspired generations of children and he continued to capture the imagination of visitors at Da Vinci Science Center in the traveling exhibit, *Curious George: Let's Get Curious!* The exhibit introduced young children to Curious George's world and led visitors on a fun, interactive adventure using science, math and engineering to explore the neighborhood where George lived with his friend, the Man with the Yellow Hat.

City Center Gallery at Da Vinci Science Center at PPL Pavilion will host major traveling exhibitions enabling Lehigh Valley residents to experience these in their backyard and not need to travel to New York or Philadelphia.

See national and international exhibitions in City Center Gallery
DA VINCI SCIENCE CENTER AT PPL PAVILION
OPENING SPRING 2024

ISAACMAN NEXT GENERATION SCIENCE INSTITUTE



The Isaacman Next Generation Science Institute, which launched in September 2022, is designed to support the adoption of new science, technology, engineering, environmental literacy, and sustainability (PA STEELS) standards in Pennsylvania. Created in partnership with area school districts and national experts to provide learning opportunities for teachers, students, parents, families, administrators, and school board members, this innovative educational initiative is being supported by renowned commercial astronaut, pilot, philanthropist and entrepreneur, Jared Isaacman, commander of the first all civilian human spaceflight to orbit the Earth, and his wife, Monica.





2022-23 Institute programs included 43 professional learning sessions with 400 teachers, school leaders, and informal educators. Following the sessions, survey data indicated the following:

- **100% of participants can explain the shifts to the new science standards (vs. 21% before the program).**
- **95% know specific tools they can use to teach science aligned with the new standards (vs. 17% before the program).**
- **98% know how to help teachers lead science discussions in their classrooms (vs. 26% before the program).**
- **94% would recommend programs to a colleague.**

Student and community programs included summer camps, after school programs and the Science Under the Stars, Eclipse Style event at Cedar Crest. The all-day celestial celebration attracted over 1,000 guests and featured a Community Conversation with astronaut and entrepreneur, Jared Isaacman, which was moderated by Emmy-winning journalist Megan Frank and two students from William Allen High School. Sponsored by the Lehigh Valley Amateur Astronomical Society, the event also hosted a panel with Dr. Josh Pepper from Lehigh University, Eric Loch, amateur astronomer, and Karen Perez, astrophysics graduate student from UPenn.

EDUCATIONAL IMPACT

Student participation in Science Center programs increased students' knowledge, skills, engagement, attitudes and behaviors in STEAM. We are proud to report that 93% of surveyed students said they learned something new, 94% said they found the activities to be interesting, 72% said they are likely to want to engage in science outside the classroom, and 74% said the program helped increase their interest in STEAM and STEAM careers.

CENTERING EQUITY

Commitment to Diversity, Equity, Inclusion, Access and Belonging (DEIAB)

Da Vinci Science Center is continuing on its journey to center equity and create a culture of inclusion where everyone feels welcome and safe to fully participate in STEAM. **Diversity, Equity, Inclusion, Accessibility and Belonging (DEIAB)** is a key focus area of the science center's Strategic Plan. The DEIAB Action Plan includes:

- Establishment of board and staff DEIAB committees to oversee the implementation of the DEIAB Action Plan.
- Professional learning sessions for trustees and staff focused on centering equity.
- Spanish Language Initiative focused on dual-language learning materials, signage and bilingual staff and volunteers.
- Access for All Discount Admission and Membership Program.

Access for All Discount Admission and Membership Program

In just over one year since the launch of the **Access for All Discount Program**, 930 individuals have taken advantage of the Access for All Discount Admissions Program to visit the Science Center, and 318 Access for All Memberships were purchased.

Qualifying visitors receive all-day passes to the Science Center for \$3 per person for up to 6 people. The regular ticket price is \$15. Additionally, qualifying families can purchase a Science Center Family Membership for \$30 for two adults and up to four children for 12 months. Membership includes free, unlimited admission to the Science Center, program discounts, and the opportunity to participate in members-only events. We will expand promotion of this program through social media and community organizations as we prepare to open the new Science Center.



STEAM AWARDS

This year marked 25 years of recognizing talented teachers and students who inspire us with their creativity and innovation. Thank you to presenting sponsor, **ATAS International!**

Award Winners

- **Jessica Escher**
Senior, Liberty High School, Bethlehem
 Sponsor: ATAS International
- **Vanessa Ferriolo**
Senior, Louise E. Dieruff High School, Allentown
 Erel Scholarship Award
 Sponsor: Fusun Bubernack, President, ET&T
- **Nina Rivera**
Sophomore, Louis E. Dieruff High School, Allentown
 Sponsor: PPL Corp.
- **Evan Lan**
Senior, Parkland High School, Allentown
 Sponsor: Gross McGinley
- **Rishab Yanala**
Junior, Parkland High School, Allentown
 Sponsor: MKSD Architects
- **Kari Bennet**
Technology Education Teacher, Broughal Middle School, Bethlehem
 Sponsor: Wojdak Government Relations
- **Tanya Hendershot**
First Grade Teacher, Shawnee Elementary School, Easton
 Sponsor: Olympus Corporation of the Americas
- **Brandi Kennedy**
Science Teacher, Louis E. Dieruff High School, Allentown
 Sponsor: Vince & Michelle Sorgi

LINNY FOWLER STEAM SCHOLARSHIP FUND

The **Linny Fowler STEAM Scholarship Fund** ensures that financial barriers do not limit access to science camps and clubs, field trips and other programs at Da Vinci Science Center. More than \$93,000 was raised in the 2023 fiscal year to support STEAM education for students from throughout the region.

WISE FORUM



The annual **Women in Science and Engineering (WISE) Forum** is the signature event of the Science Center's WISE Initiative. The WISE Initiative is dedicated to encouraging girls who aspire to follow a STEAM career path while creating a supportive community of women employed in STEAM fields. A variety of programs are offered including Women in STEAM Career Connection Field Trip Days, a STEAM Girls After School Club, Girl Scout Day & Camp-In Programs, and evening networking events for practicing STEAM professionals.

The initiative is guided by the WISE Executive Advisory Council. These leaders bring passion, insight, expertise and resources to advise Da Vinci Science Center strategies for developing girls' interest and achievement in STEAM.



Learn more at davincisciencecenter.org/wise



The annual WISE Forum included a networking reception facilitated by Miranda Moore, Miss Pennsylvania 2023, who is an environmental engineer, and a panel discussion moderated by Emmy-winning journalist, Megan Frank, a multimedia reporter at WLVT-TV PBS 39 and WLVR NPR 91.3. Other distinguished leaders on the panel were Jamilah Davis Tindell, DNP, CRNP, PMHNP-BC, Nurse Practitioner/Inpatient Psychiatry, Lehigh Valley Health Network; Johnette Johnson, MBA, MPH, Global Marketing Director, COVID/New Diagnostics, OraSure Technologies, Inc., and Cheryl Knobloch, M.Ed., Senior Director and Engineer, Penn State Center for Engineering Outreach and Inclusion.

The WISE Forum is free for participants thanks to the generous support from Presenting Sponsor **Sanofi U.S.** and other corporate donors.

COMING IN 2024

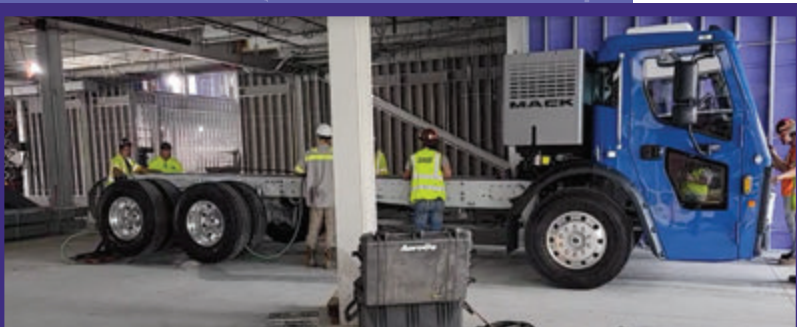
OPENING OF A NEW SCIENCE CENTER



Da Vinci Science Center
at PPL Pavilion as of
January 2024



Feel the vibration of a colossal beating heart, climb through a maze of intestines, and experience a neural light show at The Immersive Body, part of the **Lehigh Valley Health Network My Body** exhibit gallery.



A Mack LR Electric truck is moved through the new science center on air skates into its permanent home – the **Science In The Making** exhibit gallery presented by ATAS International, Inc.



See eye-to-eye with North American River Otters in the **Lehigh River Watershed** exhibit gallery.

INNOVATIVE PARTNERSHIP WITH ALLENTOWN SCHOOL DISTRICT

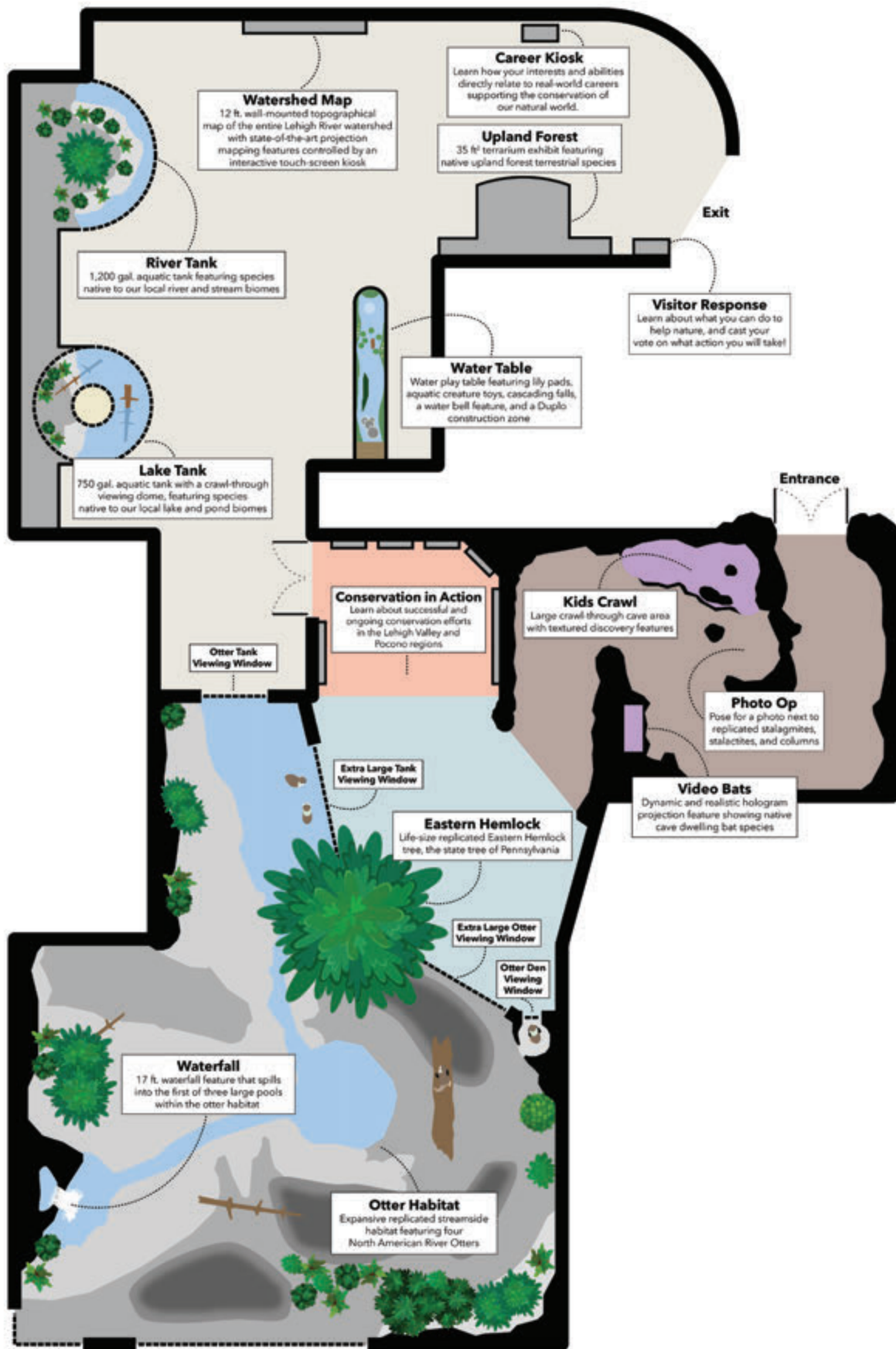
In June 2023, the Science Center and the Allentown School District (ASD) announced a strategic partnership that will provide the opportunity to reimagine the role of science centers in formal education and create measurable impact for ASD students.

The six-year agreement has two major components:

- 1** The ASD STREAM Academy at Da Vinci Science Center at PPL Pavilion - The new Da Vinci Science Center at PPL Pavilion will become an official second campus and the District's first theme-based academy. Central students will have daily access to classrooms and workshops during school hours, complemented by immersive exhibit experiences that together create in-depth, hands-on learning in Science, Technology, Reading, Engineering, Arts, and Math (STREAM).

- 2** District-wide Programming - Rich learning experiences will be available for teachers, students, and families across the district including professional learning for teachers and administrators, access to The Salvaggio Family Little Learner's Lab for pre-kindergarten students and their caregivers, customized field trips for two grade levels each year with support from PPL, a STEAM Career Pathways Certificate program for middle and high school students, family science celebrations in the elementary and middle schools, and free memberships for all families with students in the District.





Lehigh River Watershed: Explore Nature Nearby



May 9, 2023 - Da Vinci Science Center at PPL Pavilion topping off ceremony culminates with the final steel beam, signed by Da Vinci Science Center staff and stakeholders, being installed.



Tulpe the Painted Turtle, an aquatic freshwater turtle who is currently on exhibit at Da Vinci Science Center (West Allentown), will be relocating to downtown Allentown to join other local species.



Ultra-high definition projectors are undergoing testing and calibration in Curiosity Hall.

The Da Vinci Science Center gratefully acknowledges the leadership support from the following:

- Commonwealth of Pennsylvania, Josh Shapiro, Governor
- U.S. Representative Susan Wild - FY2022 Community Project Funding
- Allentown Neighborhood Improvement Zone Development Authority
- HUD Section 108 Loan / City of Allentown
- City of Allentown
- Lehigh County
- PPL Corporation
- Lehigh Valley Health Network
- ATAS International, Inc.
- Alvin H. Butz, Inc.
- City Center Investment Corporation
- Joseph and Judith Kaminski
- Vincent and Michelle Sorgi
- The Salvaggio Family

This project is being developed by:

- Alvin H. Butz, Inc.
- Barry Isett & Associates
- EMS Consulting
- Gross McGinley
- HB Engineers
- Ideum
- MKSD Architects
- Roto Group

Financing provided by:

- Fulton Bank

HONOR ROLL OF GIVING

The Honor Roll of Giving recognizes donors whose financial commitments have supported the Inspiring Curiosity Campaign. The list includes cash contributions and pledges since January 2017 to support the building of Da Vinci Science Center at PPL Pavilion, as well as program support during the two most recent fiscal years, July 2021 - June 2023.*



Thank you to our public funders

\$25,000,000+

Commonwealth of Pennsylvania, Honorable Josh Shapiro, Governor

\$1,000,000+

HUD Section 108 Loan / City of Allentown
Allentown Neighborhood Improvement Zone Development Authority
US House of Representatives, Honorable Susan Wild, Congresswoman
City of Allentown

\$500,000+

County of Lehigh

\$250,000+

County of Northampton

\$100,000+

City of Easton
U.S. Department of Commerce, Economic Development Administration

\$1,000,000+

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* Includes gifts and pledges contingent upon construction progress not included in the FY 2023 audited financials



Photo: Carnival Science Summer Camp

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\$25,000,000+

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Josh Shapiro, Governor

\$1,000,000+

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Truist
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\$100,000+

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US Department of
Commerce
Victaulic
Wachovia Bank
WFMZ-TV

\$50,000+

All Points North Foundation
Amaranth Foundation
Arthur & Denise Katsaros
CGI Inc.
Embassy Bank
Faces International Marketing
and Development, LLC
Fleming Foundation
Gene & Jane Ervin
Greg L. Butz
Gross McGinley, LLP
Hap* & Marcia Wagner
Holt Family Foundation
James Fuller*
James M. Miller, III & Family
Jim & Peggy Nallo
Just Born Quality
Confections
Lafayette College
Laros Foundation
Laurie Ryan
Lehigh University
LSI
Mark & Lin Erickson
National Science Foundation
/ Lehigh University
Norris McLaughlin and
Marcus
RCN
Rich Milker
Schyler Kemps Foundation
Ted & Amy Douglass
Ted & Suzanne Lyons
The John A. and Margaret
Post Foundation, Inc.
Thermo Fisher Scientific
Troan Family Foundation

+ Includes gifts and pledges contingent upon
construction progress not included in the FY
2023 audited financials

* Deceased





Photo: STEAM Team Traveling Science Programs

Leonardo SOCIETY

The Leonardo Society is a giving society for individuals who make an unrestricted gift of \$1,000 or more in a year to support Da Vinci Science Center.

- Victor & Jackie Agostinho
- Gregory & Tamara Altonen
- Scott & Trudi Barber
- Gladys Barclay
- Joanne & Hank Barnette
- Mike & Susan Bartholomew
- Rob & Kristen Bennett
- Joseph P. Bergstein, Jr.
- Dean & Leah Bestwick
- Wendy Body
- Daniel & Jevata Bosket
- Bob & Regina Bryson
- Fusun & Michael Bubernack
- Dick & Peg Bus
- Michael J. Butz
- Greg L. Butz
- Lee & Dolly Butz
- Michael Caverly
- David & Pamela DeCampli
- Kevin & MaryEllen Dickey
- Ted & Amy Douglass
- Mark & Lin Erickson
- Gene & Jane Ervin
- W. Beall Fowler
- Dawn & Brian Gallagher
- Yan & Peihua Gao
- Michael Gausling
- Matthew & Michele Green
- John F. Gross & Sandra Stahl
- John & Denise Jones
- Terry & Margaret Kennedy
- Lamont & Lorretta Lashley
- Bob & Sandy Lovett
- James & Irene McLean
- Elizabeth Meade & Arturo Perez
- James M. Miller, III & Family
- Amanda Morton
- Dr. Bridget O'Connell & Family
- Dr. Donald A. Outing, Ph.D.
- David & Michelle Quier
- David & Jamie Quier
- Kelly & Tyler Rindock
- Joel & Beth Rosenfeld
- Robert & Frances Sadler
- Salim & Manal Salet
- Michael & Diane Salute
- Nigel Sanders
- Susan & Bill Schierwagen
- Rex & Michele Schultz
- Frank & Yvonne Schweighardt
- Dr. Tom & Patricia Seidenberger
- Vince & Michelle Sorgi
- Mike & Wendy Stoudt
- William & Euniece Velekei
- Stephen P. Zieniewicz & Linda J. Hipps, M.D.
- Anonymous

BY THE NUMBERS

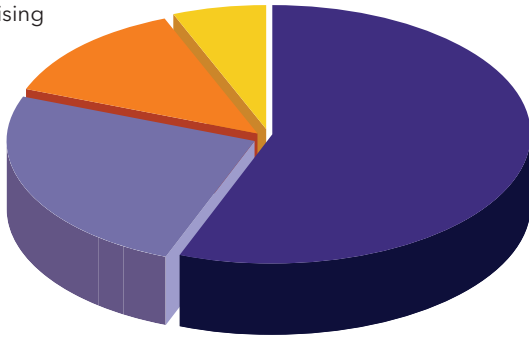
Financial Information

BASE OPERATIONS

2023

Fiscal Year Expenses

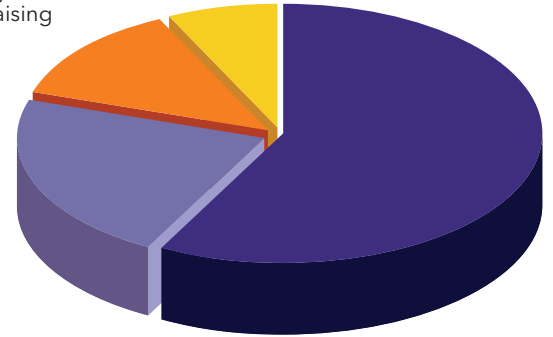
- 56% Program Services
- 25% New Facility Activities
- 13% Management & General
- 6% Fundraising



2022

Fiscal Year Expenses

- 58% Program Services
- 22% New Facility Activities
- 13% Management & General
- 7% Fundraising



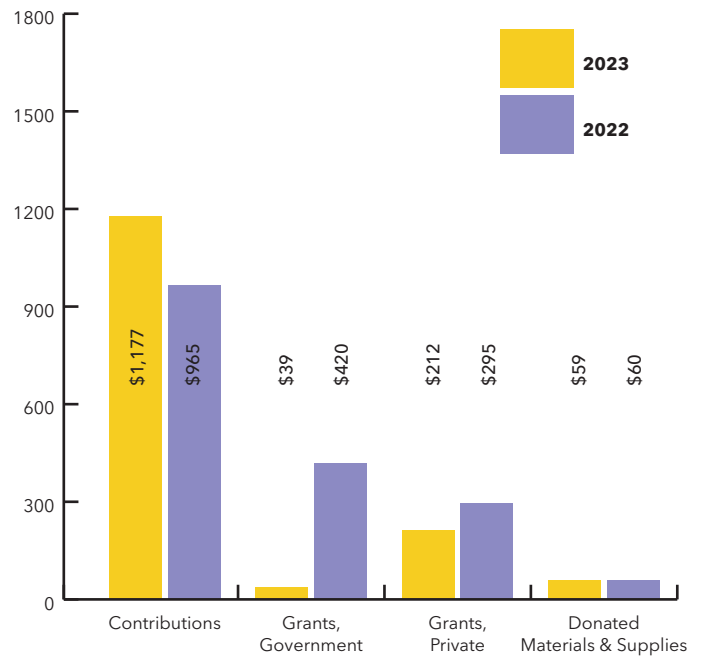
Earned Revenue

By Source



Support

By Source



STATEMENT OF ACTIVITIES

BASE OPERATIONS	2023	2022
REVENUES		
Admissions, workshops, & programs	1,695,793	1,155,228
Gift shop	173,275	130,997
Membership	224,868	159,984
Special events	94,509	116,100
Other	198,745	6,869
TOTAL REVENUES	2,387,190	1,569,178
SUPPORT		
Contributions	1,176,851	965,298
Grants, Government	39,170	419,894
Grants, Private	212,433	295,057
Donated Materials & Supplies	59,148	60,130
TOTAL SUPPORT	1,487,602	1,740,379
TOTAL REVENUES & SUPPORT	3,874,792	3,309,557
EXPENSES		
Program services	2,918,149	2,473,181
Supporting services		
Management & general	644,493	543,640
Fundraising	318,163	313,888
TOTAL EXPENSES	3,880,805	3,330,709
CHANGE IN NET ASSETS		
Base Operations	(6,013)	(21,152)
NEW FACILITY CAPITAL PROJECT*		
Revenues	6,731,429	10,579,344
Expenses	1,293,617	931,145
Change in Net Assets New Facility	5,437,812	9,648,199
Change in Net Assets Combined	5,431,799	9,627,047

* Revenues do not include contingent gifts or reimbursable grants

STATEMENT OF ACTIVITIES

	2023	2022
ASSETS		
Current Assets		
Cash & cash equivalents	12,055,986	3,417,301
Accounts receivable	152,108	52,917
Grants receivable	4,358	47,000
Unconditional promises to give	2,751,157	1,710,705
Inventory	11,699	10,206
Prepaid expenses	64,601	85,469
TOTAL CURRENT ASSETS	15,039,909	5,323,598
Noncurrent Assets		
Restricted cash	1,080,588	614,939
Property & equipment, net	32,696,820	11,694,998
Unconditional promises to give	4,439,477	4,117,374
TOTAL NONCURRENT ASSETS	38,216,885	16,427,311
TOTAL ASSETS	53,256,794	21,750,909
LIABILITIES		
Current Liabilities		
Current portion of long-term debt	2,559,000	678,330
Accounts payable and other liabilities	2,677,306	398,497
Accrued expenses	1,484,025	255,186
Deferred revenue	250,286	264,717
TOTAL CURRENT LIABILITIES	6,970,617	1,596,730
Long-term debt, less current maturities	19,700,199	--
Refundable advances	3,530,000	2,530,000
TOTAL LIABILITIES	30,200,816	4,126,730
NET ASSETS		
Unrestricted	14,393,478	10,863,660
Temporarily restricted	8,662,500	6,760,519
TOTAL NET ASSETS	23,055,978	17,624,179
TOTAL LIABILITIES & NET ASSETS	53,256,794	21,750,909

Fiscal year end June 30



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