

2022 BY THE NUMBERS

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the new children's museum*

2022 TOTAL ATTENDANCE

232,386

Includes daily admissions, virtual workshop/school visits, and event attendees

31% VISITORS FREE OR DISCOUNTED ACCESS

Programs Offering Free/Discounted Access*

*Includes 2% served by Art/Learning Kits



Museums for All
Military/Blue Star
School Visits
pARTners in Creativity
Discover + Go Library Passes
Mass Creativity + more!

3 NEW INSTALLATIONS



Opened Aug 2022
THE WORLD OF LES MOR AND MOR NO MOR
Marcus Deridder + Taylor McCabe



Opened Sep 2022
BREATHING ROOM
Michelle Montjoy



Opened Oct 2022
LOS TROMPOS
Héctor Esrawe + Ignacio Cadena

5,370
ART/LEARNING KITS

5,682
MEMBER HOUSEHOLDS

4,648
SCHOOL VISITORS + KITS

17,903
MILITARY SERVED

26,831
MUSEUMS FOR ALL

21,703 FACEBOOK FOLLOWERS

16,699 INSTAGRAM FOLLOWERS

73 EMPLOYEES

39 VOLUNTEERS

30+ PARTNERING COMMUNITY ORGANIZATIONS INCLUDING

Autism Tree Foundation
Barrio Logan College Institute
Braille Institute
Camp Hope- Crisis House
Casa Familiar
Community Transitions Academy
Diamond Excellence Educational Partnership
Family Justice Center
Joyride Bookshop
Migrant Education
Monarch School

Ronald McDonald House Charities
San Diego Center for Children
San Diego LGBT Community Center
San Diego Public Library:
Including City Heights + Skyline Hills Branches
San Diego Unified School District
SBCS
Solutions for Change
Support the Enlisted (STEP)
Voices for Children
Words Alive + more!

\$6.7M 2022 SOURCES OF FUNDS

government 29%

admission 17%

other earned income 13%

membership 11%

individual 10%

gala 9%

foundation 7%

corporate 3%

in kind 1%

As of 12/31/22.
Revenue percentages based on unaudited numbers.