OUR YEAR IN REVIEW

CONNER PRAIRIE 2016 ANNUAL REPORT
2016 SNAPSHOT

LAST YEAR, both of us were new to our positions as board chairman and president and CEO. We are pleased to report that through the hard work and talent of our staff and volunteers, 2016 was once again a record-setting year for Conner Prairie. We opened our new Treetop Outpost experience. For the 11th straight year, we operated with a balanced budget. We celebrated Indiana’s bicentennial by opening the reimagined William Conner House. We also achieved record annual attendance, record attendance at several special events and record growth of our summer day camp program.

NORMAN BURNS
PRESIDENT & CEO

JAY RICKER
CHAIRMAN, BOARD OF DIRECTORS
In July 2016, we unveiled Treetop Outpost, a four-story treehouse nestled in the woods along the White River.

All possible thanks to our generous donor community, who contributed $783,832 to help Treetop Outpost reach new heights!
2016 was the 11th consecutive year that Conner Prairie operated with a balanced budget.
**MEMBERSHIP**

**MEMBERSHIP REVENUE**

+$29%

2016: $703,839  
2015: $544,189

**TOTAL MEMBERSHIPS**

+$9%

2016: 7,947 households representing 37,606 adults and children  
2015: 7,301 households representing 34,313 adults and children

**SUPPORT**

**GIFTS, SPONSORSHIPS & GRANTS**

2016: $2,284,808  
2015: $9,533,416*  

*includes $7.5M LEI grant

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**The WILLIAM CONNER HOUSE** was restored for Indiana’s Bicentennial and opened in March of 2016. Guests were invited to explore this playfully interactive house, where hands-on activities and materials tell stories about the Conner family and life in 1825.

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**CONNER PRAIRIE ALLIANCE**

**CONTRIBUTED**

$100,000  

to Conner Prairie in 2016—

**A RECORD TOTAL**

since the group formed in 1982!
2016 FINANCIAL REPORT

CONNER PRAIRIE MUSEUM, INC.
Summarized Statement of Activities for the 12 Months Ending December 31, 2016

REVENUE & SUPPORT
- Endowment Support $ 5,371,802
- Gifts, Grants & Sponsorships 2,284,808
- Admission & Program Fees 2,085,149
- Food & Retail 1,749,025
- Rental & Other Income 735,367
- Memberships 703,839
Total Revenue and Support $ 12,929,990

EXPENDITURES
- Education Programs & Guest Experience $ 9,053,698
- Management & General 1,432,684
- Marketing & Communications 1,342,173
- Fundraising 970,652
- Membership Services 122,439
Total Expenditures $ 12,921,646

Net Surplus $ 8,344

CONNER PRAIRIE FOUNDATION, INC.

ASSETS
- Cash & Investments $ 109,422,093
- Property & Equipment, Net 14,294,955
Total Assets $ 123,717,048

LIABILITIES
- Accounts Payable $ 1,478,154
Total Liabilities $ 1,478,154

NET ASSETS
- Unrestricted $ 113,580,895
- Temporarily Restricted 2,367,287
- Permanently Restricted 6,290,712
Total Net Assets $ 122,238,894
Total Liabilities & Net Assets $ 123,717,048
**REVENUE & SUPPORT**

**CONNER PRAIRIE MUSEUM, INC.**

- Endowment Support: 42%
- Admission & Program Fees: 16%
- Food & Retail: 13%
- Memberships: 5%
- Rentals & Other Income: 6%
- Education Programs & Guest Experience: 70%
- Fundraising: 8%
- Membership Services: 1%
- Marketing & Communications: 10%
- Management & General: 11%

**EXPENDITURES**

**CONNER PRAIRIE MUSEUM, INC.**

- Education Programs & Guest Experience: 70%
- Management & General: 11%
- Marketing & Communications: 10%
- Fundraising: 8%
- Membership Services: 1%
At Conner Prairie, every guest has the opportunity to pursue knowledge and fun in a way that is tailored to them. This pursuit requires strong, dedicated leadership.

Conner Prairie leadership oversees operations and engages community members in supporting the museum. We are thankful that these individuals have committed their time and expertise to help shape Conner Prairie.

**CONNER PRAIRIE MUSEUM, INC. BOARD OF DIRECTORS**

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<thead>
<tr>
<th>CHAIR</th>
<th>VICE CHAIR</th>
<th>SECRETARY</th>
<th>TREASURER</th>
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<tbody>
<tr>
<td>Jay Ricker</td>
<td>Rich Thrapp</td>
<td>John M. “Mike” Blakley</td>
<td>Timothy C. Lawson</td>
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<td></td>
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<td>(deceased 2016)</td>
<td>Donald Altemeyer</td>
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<td>Terry Anker</td>
<td>Mary Ayers</td>
<td>Bill Batt</td>
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<td>Bruce Bryant</td>
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<td>Norman Burns</td>
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<td>Tory Callahan</td>
<td>Alan H. Cohen</td>
<td>J. Chris Cooke</td>
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<td>Gay Dwyer</td>
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<td>Keith Gambrel</td>
<td>Jill Grossman</td>
<td>Clint Hangebrauck</td>
<td>Jay Love</td>
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<td></td>
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<td>Rita McCluskey</td>
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<td>Fred Medley</td>
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2016 CONNER PRAIRIE ALLIANCE

PRESIDENT
Barbie Millington

PRESIDENT-ELECT
Linda Tyler

DIRECTOR AT LARGE
Maggie Gutowski

VP APPLE STORE
Tammy Beauchamp

VP COMMUNICATIONS
Karen Arland

VP MEMBERSHIP
Ellen Mitchell

ASSOCIATE/PATRON REPRESENTATIVE
Robin Scheevel

SECRETARY
Carol Wakefield

TREASURER
Louann Cissie Hennig

PAST PRESIDENT
Marcilynn Keys

Maria Adams
Lynn Alexander
Lisa Allen
Sally Anderson
Debbie Beadles
Bea Becher
Kathy Bergman
Becky Brammer
Rhonda Burke
Susan Bursaw

Linda Carl
Meri Carnahan
Jackie Clark
Karen Crane
Cathy Curry
Carolyn Ehlers
Joy Elzer
Cindy Faris
Kimberly Gangstad
Mary Beth Garcia
Julie Gerig
Lori Goldsby
Shelley Gordon
Nancy Haas
Ginny Hacker
Bridget Hand
Jane Haney
Sandy Harding
Jennifer Hires
Reta Holden
Kathleen House
Renate Hubbard
Mandy Hunter
Barbara Jackson
Marty Kaderabek
Chris Lawson
Kendra Lewis
Patti Lewis
Cheri Mahoney
Deanna Martin
Bonnie McClain
Chris McComb
Sylvie McNetlis
Leslie Morgan
Peggy Neal

Jociel Nowacki
Joanna Owens
Jackie Pechette
Anne Powers
Deb Rasper
Judy Ress
Kay Richards
Kristine Robinson
Pat Garrett Rooney
Ellen Rosenthal
Anne Schuchman
Diane Singleton
Ellen Smith
Jean Smith
Karon Smith
Victoria Spartz
Carol Stephens
Jen Sumski
Marsha Sutton
Beverly Vancil
Karen Wagner
Deb Waldkoetter
Leslee Walker
Jan Webber
Monica Weber
Megan Wiles
Gail Wiseman
Mitzi Witchger
Cheryl Wohlmut
Asa Wrammerfors
Joni Yahwak
Diana Yates
Rebecca Young
THE CONNER PRAIRIE ALLIANCE is a dynamic women's organization that supports the programs and projects of Conner Prairie through creative fundraising. In 2016, the Alliance gave $100,000 to Conner Prairie primarily in support of Headless Horseman and Animal Encounters.

Their primary fundraiser is the Apple Store, a seasonal food and gifts shop managed by the Alliance from September through October. Tasty treats include apples, cider slushies, caramel-dipped apples, popcorn, pies and numerous other items.
2016 CONNER PRAIRIE HORIZON COUNCIL

PRESIDENT
Clint Hangebrauck

PRESIDENT ELECT
JP Patterson

PRESIDENT EMERITUS
Cyrus Keck
Robby Slaughter

LEADERSHIP
Kyle Blowers
Ed Bukovac
Ryan Goode

Nick Servies
Cory Judd
Laura Stranford
Joe Zielinski
THE CONNER PRAIRIE HORIZON COUNCIL is an energetic, young professionals group comprised of volunteers (ages 21–40) who share ideas, engage in strategic planning, fundraise and take part in special events. Through the organization of special events like History on Tap and Holiday Cheers, The Horizon Council is able to raise money and offer unique adult experiences at Conner Prairie. In 2016, nearly $63,000 was raised to help support Conner Prairie programs.
OUR MISSION

CONNER PRAIRIE’S MISSION IS TO INSPIRE CURIOSITY AND FOSTER LEARNING ABOUT INDIANA BY PROVIDING ENGAGING, INDIVIDUALIZED AND UNIQUE EXPERIENCES.

Created by Eli Lilly in 1934, Conner Prairie combines history with science, technology, engineering and math and encourages visitors to explore Indiana’s natural and cultural heritage through hands-on, immersive and interactive experiences. Inspiring visitors of all ages to discover more about the events, discoveries and forces that shaped the American Midwest, Conner Prairie offers various historically themed, indoor and outdoor experience areas throughout its more than 1,000 acres of wooded property in Fishers, Ind.

Indiana’s first Smithsonian Institute Affiliate and accredited by the American Alliance of Museums, Conner Prairie is a 501(c)3, non-profit organization that relies on grants and philanthropic donations from corporations and individuals for sustainability and growth. Conner Prairie is on Facebook, Instagram, Twitter, LinkedIn, Snapchat, Flickr and YouTube.