OUR YEAR IN REVIEW
Conner Prairie 2018 Annual Report
2018 SNAPSHSOT

**LAST YEAR** continued the trend of change and growth at Conner Prairie. Once again thanks to our devoted and remarkable staff and volunteers, 2018 was another eventful year for us, proving to be our second best guest attendance year, ever. We welcomed the addition of our latest experience Fort Hoosier, opened up our River Lookout that now gives guests a view of the White River that flows through our property, debuted Black Pioneers: Roberts Family Settlement interactive theatre experience in Prairietown and introduced Dementia Friendly programming to our grounds. For the 13th consecutive year, we operated with a balanced budget. We also achieved record growth of our Conner Prairie by Candlelight holiday program.

**NORMAN BURNS**
<br>PRESIDENT & CEO

**RICH THRAPP**
<br>CHAIRMAN, BOARD OF DIRECTORS
OUR MISSION

CONNER PRAIRIE IS A UNIQUE HISTORIC PLACE THAT INSPIRES CURIOSITY AND FOSTERS LEARNING BY PROVIDING ENGAGING AND INDIVIDUALIZED EXPERIENCES FOR EVERYONE.

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 it’s more than 1,000 acres of wooded property in Fishers, Indiana.

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.
In 2018, Conner Prairie increased focus on Social Justice and Diversity, Equity, Accessibility, and Inclusion, proudly becoming the first Dementia Friendly museum in the state of Indiana.

CONNER PRAIRIE IS A PLACE WHERE THE DOORS ARE ALWAYS OPEN TO A DIVERSITY OF VOICES AND LIMITLESS EXPERIENCES.

- CONNER PRAIRIE PROMISE STATEMENT

With thanks to OUR ANNUAL FUND DONORS, WHO GAVE $1,490,900
2018 was the 13th CONSECUTIVE YEAR that Conner Prairie OPERATED WITH A BALANCED BUDGET.
GIFTS, SPONSORSHIPS & GRANTS
2018: $2,878,638
2017: $1,690,033

TOTAL MEMBERSHIPS
2018: 7,704 households
2017: 8,178 households

MEMBERSHIP REVENUE
2018: $932,773
2017: $960,045

ADULT & YOUTH VOLUNTEERS GAVE A COMBINED
40,872 HOURS to help with programs & special events

427

SITES OF CONSCIENCE:
In 2018, Conner Prairie began working to become a member of International Coalition Sites of Conscience, joining their mission to ensure a more just and humane future, as the second member in the state of Indiana to join The Coalition.

CONTRIBUTED
$95,000 to Conner Prairie in 2018
## 2018 FINANCIAL REPORT

### CONNER PRAIRIE MUSEUM, INC. (OPERATING FUND 10)

Summarized Statement of Activities for the 12 Months Ending December 31, 2018

*Unaudited numbers

<table>
<thead>
<tr>
<th>Revenue &amp; Support</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endowment Support</td>
<td>$4,980,032</td>
</tr>
<tr>
<td>Admission &amp; Program Fees</td>
<td>2,370,299</td>
</tr>
<tr>
<td>Food &amp; Retail</td>
<td>1,543,276</td>
</tr>
<tr>
<td>Gifts, Grants &amp; Sponsorships</td>
<td>1,381,726</td>
</tr>
<tr>
<td>Rental &amp; Other Income</td>
<td>892,789</td>
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<tr>
<td>Memberships</td>
<td>794,384</td>
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<tr>
<td><strong>Total Revenue and Support</strong></td>
<td><strong>$11,962,506</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Expenditures</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs &amp; Guest Experience</td>
<td>$7,952,284</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>1,480,489</td>
</tr>
<tr>
<td>Public Affairs &amp; Marketing</td>
<td>1,407,551</td>
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<tr>
<td>Fundraising</td>
<td>967,191</td>
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<tr>
<td>Membership Services</td>
<td>142,872</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>$11,950,387</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Net Surplus</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Surplus</strong></td>
<td><strong>$12,119</strong></td>
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</table>

### CONNER PRAIRIE FOUNDATION, INC. (OPERATING FUND 10)

Summarized Statement of Financial Position for the 12 Months Ending December 31, 2018

*Unaudited numbers

<table>
<thead>
<tr>
<th>Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; Investments</td>
<td>$108,015,379</td>
</tr>
<tr>
<td>Property &amp; Equipment, Net</td>
<td>15,279,453</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$123,294,833</strong></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$1,838,632</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$1,838,632</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$114,865,518</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>299,971</td>
</tr>
<tr>
<td>Permanently Restricted</td>
<td>6,290,712</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$121,456,201</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Liabilities &amp; Net Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$123,294,833</strong></td>
</tr>
</tbody>
</table>
REVENUE & SUPPORT

CONNER PRAIRIE MUSEUM, INC. (OPERATING FUND 10)

- Endowment Support: 42%
- Admission & Program Fees: 20%
- Food & Retail: 13%
- Education Programs & Guest Experience: 67%
- Membership Services: 1%
- Fundraising: 8%
- Marketing & Communications: 12%
- Management & General: 12%
- Memberships: 7%
- Rental & Other Income: 7%
- Gifts, Grants & Sponsorships: 11%

EXPENDITURES

CONNER PRAIRIE MUSEUM, INC.

- Education Programs & Guest Experience: 67%
- Fundraising: 8%
- Marketing & Communications: 12%
- Management & General: 12%
- Membership Services: 1%
2018 CONNER PRAIRIE LEADERSHIP

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

CHAIR
Rich Thrapp

VICE CHAIR
Christine Altman

SECRETARY
Mary Ayers

TREASURER
Alan H. Cohen

William G. Batt

Beth Bechdol
Mike Berry
Marvin Blade
William Bryan
Norman Burns
Conner Prairie President & CEO

J. Chris Cooke
Dave Cox
David Day
Gay Dwyer
Jill Grossman

Jeff Haggerman
Reggie Henderson
Mandy Hunter
Cory Judd
Dave Kinard

Alliance President
Horizon Council President
2018 CONNER PRAIRIE ALLIANCE

PRESIDENT
Mandy Hunter

PRESIDENT-ELECT
Kathy Bergman

DIRECTOR AT LARGE
Kathleen House

VP APPLE STORE
Kathleen House

VP COMMUNICATIONS
Lori Goldsby

VP MEMBERSHIP
Bonnie McClain

ASSOCIATE/PATRON REPRESENTATIVE
Deb Rasper

SECRETARY
Beverly Vancil

TREASURER
Cissie Hennig

PAST PRESIDENT
Linda Tyler

Maria Adams
Lynn Alexander
Lisa Allen
Sally Anderson
Karen Arland
Tammy Beauchamp
Bea Becher
Cathy Bickle
Becky Brammer
Rhonda Burke
Sandy Burns
Linda Carl
Meri Carnahan

Angela Cassidy
Barbara Cowan
Dee Cramsie
Karen Crane
Carolyn Ehlers
Joy Elzer
Cindy Faris
Mary Beth Garcia
Leslie Gardner
Julie Gentry
Julie Gerig
Shelley Gordon
Mary Kay Graham
Maggie Gutowski
Ginny Hacker
Bridget Hand
Jane Haney
Reta Holden
Renate Hubbard
Barbara Jackson
Sharon Jones
Marty Kaderabek
Carolyn Kendall
Julie Kingston
Christine Lawson
Kendra Lewis
Lynn Lewis
Cheri Mahoney
Deanna Martin
Bonnie McClain
Christine McComb
Sandy McLaughlin
Silvie McNelis Jean Mencias
Joni Mercer
Barbie Millington
Ellen Mitchell
Kim Moore
Peggy Neal
Jociel Nowacki
MaryAnn O'Hara
Jackie Pechette
Anne Powers
Judy Ress
Pat Richey
Julie Richter
Kristine Robinson
Pat Rooney
Rachel Rose
Robin Scheevel
Judy Schmidt
Anne Schuchman
Ellen Sharp
Ellen Shaughnessy
Ellen Smith
Jean Smith
Karon Smith
Laurie Smith
Sue Spiker
Marsha Sutton
Linda Tyler
Karen Wagner
Carol Wakefield
THE CONNER PRAIRIE ALLIANCE is a dynamic women’s volunteer organization that fundraises to transform Conner Prairie. Nearly every program and exhibit area on the Conner Prairie grounds has been supported by the hard-working women of the Alliance. In 2018 the Alliance donated a total of $95,000, split between the re-imagination of River Crossing, the creation of a YAC classroom, the heritage breeds livestock program, and various experiences at Conner Prairie. This gift brought their total giving since 1984 to more than $1.3 million.

The Alliance gift comes from proceeds from the Apple Store, a fall food and gift shop run completely by Alliance volunteers. From September-October, guests can purchase tasty treats including cider slushies, caramel-dipped apples, doughnuts, pies, and many more items. Local soups, jams, mixes, snacks, as well as beautiful home goods are also for sale.
2018 CONNER PRAIRIE HORIZON COUNCIL

PRESIDENT
Cory Judd

PRESIDENT ELECT
Ed Bukovac

Kyle Blowers
Scott Byrnes
Greg Conner
Paige Emch
Ryan T. Goode
Ross Hendrickson
Emily Hitchcock
Robin Lawrence
Ann Mackay

Brent Mackay
Johnny Roldan
Matt Schuster
Jeremy Smith
Tammy Williams
Caity Withers
Joseph 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. And have fun! Their voices are heard and perspectives captured as they help envision the Conner Prairie of the future.