





Mission: The Louisville Science Center encourages people of all ages to enjoy science, mathematics and technology in a stimulating and engaging environment that is educational as well as entertaining.

Vision: The Louisville Science Center will be a 21st century leader in informal science education, serving a growing regional audience of families, teachers and students with innovative programs, exhibits and films.



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GREETINGS FROM THE CHAIRMAN AND EXECUTIVE DIRECTOR!

The 2004-2005 fiscal year was a period of accomplishment and anticipation. Most significantly, we are pleased to report that, with a whole lot of help from our friends, The World Around Us campaign exceeded its \$6.7 million goal by raising \$7.26 million. A major boost was received in March, when \$700,000 was inserted into the state budget for capital improvement projects included in The World Around Us campaign. We are very grateful to the Jefferson County Delegation and all members of the Kentucky General Assembly for their support.

Behind the scenes, there was a great deal of activity at 727 West Main Street. Contracts were awarded for the fabrication of The World Around Us exhibit, and on-site construction began in January. Items from our collections were sent to a taxidermist for refurbishment. Specially commissioned photographs and video footage were shot, hundreds of words were written, and the software and graphics were designed. Excitement was building for a September 2005 opening!

Other campaign-funded projects also moved forward. The Gift Shop was renovated in December, and IMAX Theatre improvements were designed. Preliminary plans were drawn to convert the first floor of an adjacent building into a Science Education Wing. Needless to say, we are very grateful to the 436 donors who have made all of these improvements possible.

Looking ahead, we knew that THE WORLD AROUND Us exhibit opening would signal the completion of our 1992 strategic plan. This would be the third and final exhibit envisioned by that plan; THE WORLD WE CREATE opened in 1997, and THE WORLD WITHIN Us opened in 2001. We would now be prepared to move to a higher level of service.

With this in mind, we began to formulate a new strategic plan, with a focus on excellence. By June 2004, we had re-stated our mission and vision statements and identified important initiatives. This fiscal year, each initiative was quantified and given measurable goals and objectives, and the final document was approved by the Science Center's Board of Directors in December 2004.

Our priorities for the next five years include the following: improve our visitors' experience, expand our leadership in science, math and technology education, broaden and diversify our public audiences, attract and retain high-quality professional staff, and increase our financial support. The new strategic plan is a dramatic departure from the three-phase plan of the past ten years. We expect it to transform the way we think about ourselves and the way we operate.

We are poised to move into a new era. The strong support that we receive from our community is acknowledgement of the critical importance of informal science education and the large numbers of students, teachers and families that we serve. More than \$11 million in nationally competitive grants awarded to our exhibits and educational programs over the past ten years demonstrates that we are leaders in our field. We know that what we are doing is effectively meeting state-wide needs. We know that our special way of engaging young minds in scientific inquiry can make a difference. We were thrilled to learn that the middle school students who participated in *Inquire! Investigate! IMAGINE!*, a special program funded by a grant from the GE Foundation, increased their CATS science test scores this past year.

As we look at what the Science Center has achieved thus far, we are pleased. We have attained this enviable position because of the huge support we receive from the community we serve—from individuals, businesses, foundations, and government entities in Kentucky and southern Indiana. We can only express our gratitude one more time and reiterate our commitment to encourage people of all ages to enjoy science, mathematics and technology in a stimulating and engaging environment that is educational as well as entertaining.

John Huber Chairman, Board of Directors Gail R. Becker

Executive Director

Birth of an Exhibit



Oh, what a planet we share!



THE WORLD AROUND US exhibition comprises the third and final chapter in a master plan adopted in 1992 to transform an aging natural history museum with three new permanent exhibits that would embrace all the sciences and provide a platform from which the newly envisioned Louisville Science Center could carry out its mission to provide science education to the region.



An Idea Is Conceived

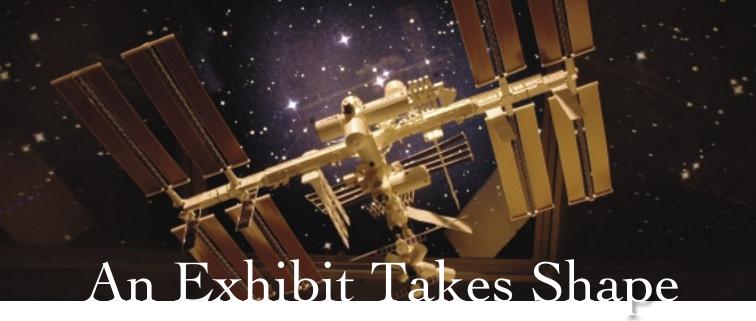
In a 1992 strategic plan called Focus on Exhibits, the Board of Directors identified the creation of new permanent exhibits as the Science Center's greatest need. Three "worlds" were planned to represent the physical, life, and natural sciences. The World We Create opened in 1997. The World Within Us followed in 2001. The World Around Us would be delivered last.



The Plan Grows

By late summer 2001, the project team had begun research and development for The World Around Us, identifying regional environmental issues and defining educational goals. Six months later, a national exhibit design competition was held and West Office Exhibition Design of Oakland, California, was selected to collaborate with Science Center staff, Board committees, and local and national experts. The team was challenged to find engaging ways to combine modern, interactive exhibits with the Science Center's extensive natural history collection.





Fabricators and producers began shaping concepts into reality in 2003. Architects, custom builders, multimedia producers, evaluators, photographers, taxidermists, and writers crafted their individual portions of the whole. Staff and volunteers documented specimens in the natural history collection. Researchers traced the history of an Egyptian mummy and other artifacts. Educators developed new programming ideas. As the exhibit grew closer to reality, excitement increased among staff and friends of the Science Center, including state media outlets.







By September 24, 2005, The World Around Us would open to the public. Thirteen years of planning and work culminated in a spectacular exhibit that completes the Science Center's 1992 vision. Three galleries – *Terrasphere, Atmosphere*, and *Aquasphere* – represent earth, air, and water. All are anchored by *Center Stage* with its beautiful photographs of the natural world that is literally all around us. In the *Discovery Gallery*, the Egyptian mummy rests in its most beautiful home of the past century. The beloved polar bears prowl in a snowy landscape. There are 23 interactive exhibits, and more than 500 artifacts on display, from gemstones to warthogs. And amid it all, visitors learn the science behind the fabulous planet that we share.

More than \$7 million, including over \$2 million in federal grants and over \$1 million from local and state governments, was raised to complete The World Around Us. A list of donors can be found on pages 11 and 12.



A New "World" Emerges



Learning begins with a question:

How does that work? Why does that happen? Where does that go? Our exhibits and engaging programs initiate the exploration, investigation, and innovation that can answer the questions.



THE LOUISVILLE SCIENCE CENTER has taken a leading role in promoting inquiry-based education. Inquiry is a method of teaching that engages students by encouraging them to ask questions and conduct their own investigations to find the answers. In addition to using inquiry in our educational programs for students, we are training teachers so they can take inquiry back to their classrooms. The Science Center serves over 150,000 students from Kentucky and Indiana annually.

At the Science Center, teachers gain proficiency and inspiring lesson ideas through professional development programs. Since 1992, the Science Center has received a total of \$436,270 in grants from the Kentucky Department of Education and has served 3,282 educators through our Teacher Institutes, Inquiry Academy, and Louisville Inquiry Summit.

Students Served 1999-2005



Teachers Talk about the Science Center...

"Students learn better and easier when they can see and feel what they are learning."

–L'Tonya Crawford,Monroe County Middle School,Tompkinsville, Kentucky

Exhibits and activities were a wonderful bridge between prior knowledge and new learning."

—Winn Wheeler,
Goshen Elementary at Hillcrest,
Prospect, Kentucky

LSC put a face on science!

-Lou Ann Boyers,
Southside Elementary School,
Cynthiana, Kentucky





The Year in Review

Total persons served 474,092 Total students served 85,511

Kentucky counties represented - 69 Indiana counties represented - 24

THE WORLD WE CREATE Traveling Exhibit

Total number visitors – 38,329 **East Kentucky Science Center, Prestonsburg, KY**

February 2004 – September 2005

Museum Industrion, Kerkrade, Netherlands

November 2004 – May 2005

Discovery Museum, Bridgeport, CT

May 2005 - September 2005

Special Events

Creepy Crawly Cookout

July 2004 248 guests

Space Station Camp

September 2004 226 guests

Mad Scientist Ball

November 2004 234 guests

Science with Santa

December 2004 388 guests

Pre-Daytona Party

February 2005 240 guests

ThunderBlast

April 2005 2,184 guests



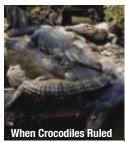


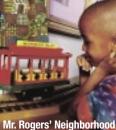
Queen Beatrix of the Netherlands visits The World We Create traveling exhibit at Museum Industrion, May 2005.



Educational Programs

Chemistry Kitchen demonstration visitors 13,222
THE WORLD WE CREATE walk-up visitors 14,185
Tech Forum demonstration visitors 2,201
BioLab lab visitors 3,542
BioLab demonstration visitors 7,168
THE WORLD WITHIN US walk-up visitors 2,379
KidZone visitors 59,729
Distance Learning Links 121
In Kentucky 67
In other states 54
Total Distance Learning Audience 7,550
Professional Development /Total Teachers Served 1,357
Website Visits 399,132





Temporary Exhibits

Backyard Monsters featured giant robotic insects, many over 200 times their normal size, along with interactive learning displays and one of the world's largest private specimen collections.

Mr. Rogers' Neighborhood, a playful exhibit honoring children's most trusted television friend, brought the Trolley, Daniel Striped Tiger's clock, King Friday the XIII's castle and more to the Louisville Science Center.

When Crocodiles Ruled, based on a unique 60-million-year-old quarry, re-created the steamy, untamed subtropical swamps found in North Dakota during the Paleocene Era.

Moneyville allowed visitors to explore how money is made, spent, saved, earned, and traded at the money factory, bank, anti-counterfeiting lab, stock market, shopping district, and international port through a variety of fun hands-on activities.







IMAX® Theatre Films

With stadium seating, surround sound, and a four-story screen, the IMAX Theatre is an exciting place to be! Over the past year, 136,527 guests viewed presentations of the following educational and entertaining films:

PULSE: A STOMP ODYSSEY
BUGS! A RAINFOREST ADVENTURE
SPACE STATION
SANTA vs the SNOWMAN
NASCAR: THE IMAX EXPERIENCE
FORCES OF NATURE
DOLPHINS
TO THE LIMIT



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July 1, 2004- June 30, 2005

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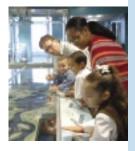
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Volunteers make THE difference at the Louisville Science Center!

It's true. Volunteers at the Louisville Science Center make the organization successful, vibrant and healthy, thanks to their hard work and dedication. Throughout the 2005 fiscal year, 727 volunteers contributed an impressive 24,942 hours of invaluable volunteer service to the Science Center.

In addition to adult volunteers, the Science Center's VolunTeen program utilizes the talent of teenagers, primarily during the summer months. This year, 261 VolunTeens accounted for 8,734 of the total hours of volunteer service.

Volunteer of the year, Fred Kleinschmidt

Fred Kleinschmidt was selected as the 2005 Volunteer of the Year because of his tremendous dedication to the Louisville Science Center. Fred began volunteering his time teaching labs to school groups in 1990; however, through the years he has been willing to help wherever needed.

Fred has accumulated well over 3,000 hours of service. His upbeat attititute, flexibility and commitment to learning new things is especially admired and appreciated by all Science Center staff and visitors.

Fred is very curious about everything. He is always challenging staff, asking questions and discussing ideas, new methods and programs. He is the essence of what the inquiry method of learning is all about.

-Amy Lowen, Director of Education

THANK YOU! The Louisville Science Center thinks the WORLD of our donors!

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\$1.000.000 and over

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\$500.000 to \$999.999

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Edward Nelson Memorial Fund

Through The Family Tree
Foundation Inc., the Nelson family
graciously provides the Louisville
Science Center with an annual
contribution in memory of Edward
Nelson, to honor his affiliation
with the Science Center as a
volunteer as well as his advocacy
for education. This year, the fund
provided four dual memberships
for economically challenged
families in Metro Louisville. This
fund, established in June 2004,
is supported by the Nelson family.

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Mad Scientist Ball November 20, 2004

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ThunderBlast 2005 April 23, 2005

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Xerox Corporation

Masterson's

Every effort has been made to ensure the accuracy of the information provided in this annual report. If we have made an error in listing your name, please call 502.561.6563.

Grants Received July 1, 2004- June 30, 2005

Institute of Museum and Library Services, \$150,000 for THE WORLD AROUND US exhibit project.

Kentucky Department of Education, \$50,245 for Summer 2005 Teacher Institute.

Kentucky Department of Education, \$30,025 for Summer 2005 Louisville Inquiry Summit.

Kentucky Department of Tourism, \$14,629 Matching Funds Program & Tourism Regional Marketing.

American Association for the Advancement of Science, \$10,000 for Journey To Planet Earth web site activities.

Harrison County Community Foundation, \$10,000 for Educational Program Support for THE WORLD AROUND US.

Kentucky Department of Forestry, \$4,000 for the Alive in Louisville exhibit in THE WORLD AROUND US.

The Gilbert Foundation, \$2,500 for KidZone water table renovation project.

The Honorable Order of Kentucky Colonels, \$1,500 for water play toys for KidZone.

V.V. Cooke Foundation, \$1,000 for the Science Education Wing.

Harrison County Youth Philanthropy Initiative of the Community Foundation of Southern Indiana, \$500 for an educational program for VolunTeens.

Gifts-In-Kind July 1, 2004 - June 30, 2005

Seana Golder
Jewish Hospital Healthcare Services
Fred Lipski
Red7e
Rowland Design, Inc.
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Beth Swadley
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The Seelbach Hilton
Texas Roadhouse

Grants awarded in prior years and continued in fiscal year 2005

National Institutes of Health – Science Education Partnership Award, \$1,679,883 for THE WORLD WITHIN US KY-H.E.R.O.S. (Kentucky Health Education Rural Outreach Scientists) program.

National Science Foundation — ISE, \$1,580,119 for THE WORLD AROUND US exhibit project.

James Graham Brown Foundation, Inc., \$500,000 for THE WORLD AROUND US exhibit project.

U.S. Department of Housing & Urban Development, \$497,050 for the Science Education Wing, a federal earmark obtained by Senator Jim Bunning.

GE Foundation, \$400,000, for Inquire! Investigate! IMAGINE! a collaborative science education program for four schools near Appliance Park.

U.S. Department of Housing & Urban Development, \$399,120 for THE WORLD AROUND US exhibit, a federal earmark obtained by Representative Anne Northup.

National Science Foundation – ASCEND, \$303,600 for the WYSci Program for the Lincoln Foundation's Whitney Young Scholars.

BellSouth Foundation, \$260,000 for a 5-year initiative titled Kentucky Investment in Teacher Excellence.

C.E. & S. Foundation, \$175,000 challenge grant for the Exhibit Maintenance and Replacement Fund.

The Paul Ogle Foundation, \$150,000 for the Science Education Wing.

Institute of Museum & Library Services, \$112,500 for General Operating Support.

The Wood & Marie Hannah Foundation, \$25,000 for THE WORLD AROUND US exhibit.

W. L. Lyons Brown Foundation, \$25,000 for THE WORLD AROUND US exhibit.

The Gilbert Foundation, \$5,000 for KidZone water table renovations project.

Sutherland Foundation, \$2,500 for THE WORLD AROUND US exhibit.

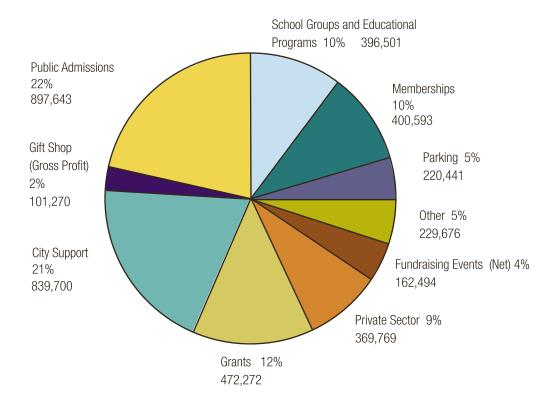
V.V. Cooke Foundation, \$1,000 for THE WORLD AROUND US exhibit.





2005 Financial Summary

ANNUAL OPERATING REVENUE



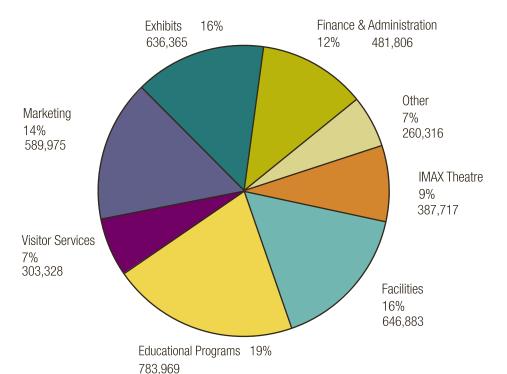








ANNUAL OPERATING EXPENDITURES

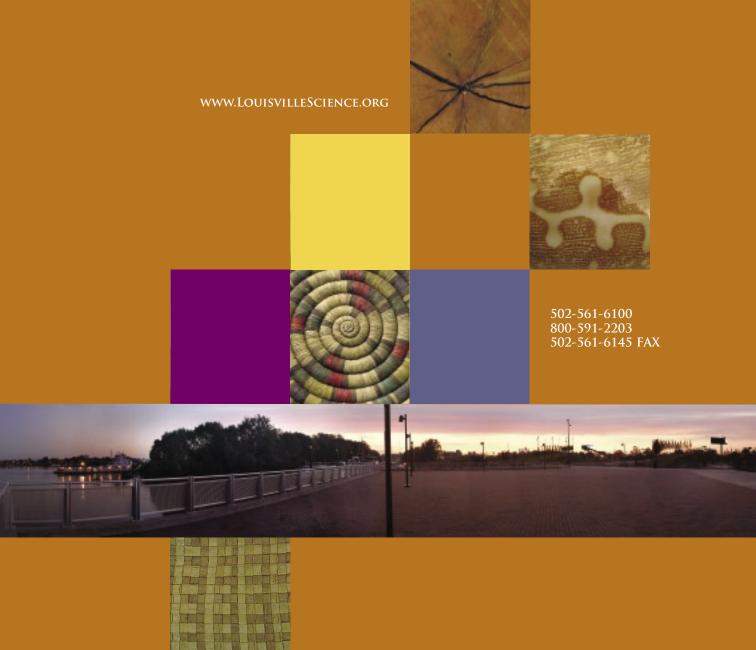












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