



Great Lakes AQUARIUM

At Lakes Superior Center

**Lake Superior Center Authority
2022 Annual Report to the Legislature**

Submitted February 2023

Pursuant to Minn. Stat. 85B.06; 1990 Minn. Laws Chap. 535
Sec. 6 Lake Superior Center Authority must submit an annual report to
the legislature detailing the activities, funding and organizational
operations for Lake Superior Center dba Great Lakes Aquarium.

On behalf of the Lake Superior Center Authority, we are pleased to provide this annual report on the activities carried out by Lake Superior Center dba Great Lakes Aquarium in 2022. This year was a successful year with over 200,000 people visiting the aquarium from January – December 2022. The attendance was a record number since we opened in 2000. These guests enjoyed safe and personal interactions with animals, attended classes, participated in events and socialized with friends, family and the public in our dynamic learning space.

Great Lakes Aquarium currently employs 28 full-time staff and approximately 23 part-time staff. These numbers vary seasonally. Additional information related to funding sources, assets, liabilities, and administrative expenses is attached to this letter (Appendix A).

At the beginning of 2022 restrictions due to the Covid 19 pandemic began to wain. Availability of vaccines, reliable testing and up to date information allowed Aquarium management to lift mask mandates, and remove social distancing and capacity restriction. The Learning and Engagement department conducted in person, classes and floor programs for the first time since 2019. A more complete list of activities is attached to this report (Appendix B).

The Great Lakes Aquarium Board of Directors working with the North Span Group, and the Great Lakes Aquarium strategic committee, accepted a five year strategic plan. During the process, the Aquarium strategic committee defined the following vision and mission..

VISION: Leading freshwater conservation by connecting all people to Lake Superior and the world's waters.

MISSION: To engage and inspire, encouraging stewardship of wildlife and water.

This five year plan emphasizes six strategic directions that focus on engaging the community, expanding resources, empowering staff, exhibits and programs to engage and educate guests, conservation, sustainability and growth.

The future looks to be exciting as new features, new partnerships and new resources strengthen the Aquarium's positive impact on the region. Please feel free to contact us with additional information at any time.

Sincerely,


Jay Walker
Executive Director
Great Lakes Aquarium

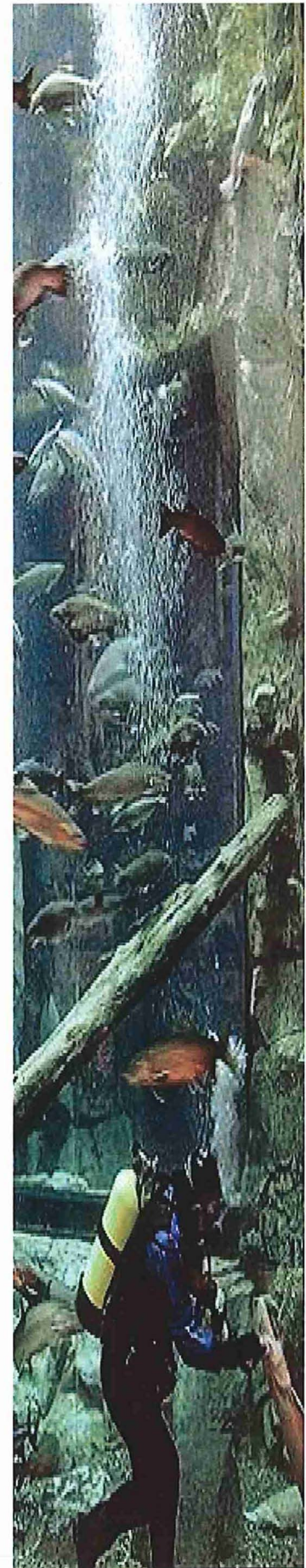

Elaine Hansen
Chair
Lake Superior Center Authority

Appendix A – 2022 Financial Statements

Income Statement

| | <u>Jan - Dec 22</u> |
|--|---------------------|
| Ordinary Income/Expense | |
| Income | |
| 4000 · Admissions | 2,090,346.43 |
| 4050 · Membership Income | 231,344.64 |
| 4400 · Education Income | 160,949.63 |
| 4200 · Donations | 221,186.03 |
| 4300 · Retail Sales | 844,138.53 |
| 4250 · Facility Rental \ Special Event | 124,808.37 |
| 4600 · Parking Income | 183,517.95 |
| 4500 · Miscellaneous | 29,954.16 |
| Total Income | 3,886,245.74 |
| Cost of Goods Sold | |
| 6000 · Cost of Sales | 392,130.91 |
| 6710 · Freight Charges, Product | 23,924.86 |
| Total COGS | 416,055.77 |
| Gross Profit | 3,470,189.97 |
| Expense | |
| 51100 · Freight and Shipping Costs | 6,749.78 |
| 5100 · Admin. - Expenses | 194,600.40 |
| 5101 · Admin Payroll | 318,229.90 |
| 5200 · Education - Expenses | 34,403.10 |
| 5201 · Education - Payroll | 506,135.33 |
| 5300 · Husbandry - Expenses | 154,962.60 |
| 5301 · Husbandry - Payroll | 559,592.63 |
| 5400 · Operations -Facility- Expenses | 654,123.82 |
| 5401 · Operations -Facility-Payroll | 404,298.56 |
| 5700 · Operations-General Expense | 255,110.52 |
| 5701 · Operations-Guest ServicePayroll | 209,416.26 |
| 5500 · Facility Rental / Special Event | 19,599.46 |
| 5600 · Store - Expenses | 36,391.83 |
| 5601 · Store - Payroll | 133,660.73 |
| Total Expense | 3,487,274.92 |
| Net Ordinary Income | -17,084.95 |
| Other Income/Expense | |
| Other Income | |
| 7305 · Minnesota Power Rebate Income | 4,643.82 |
| 7000 · Purchase Discounts | 2,356.94 |
| 7100 · Tourism Tax Operational Support | 320,000.00 |
| Total Other Income | 327,000.76 |
| Other Expense | |
| 9042 · H2O Exhibit Expenses | 0.00 |
| 9050 · Rebate Expenses | 7,567.68 |
| 9003 · Changing Exhibit Expenses | 67,997.25 |
| Total Other Expense | 75,564.93 |
| Net Other Income | 251,435.83 |
| Net Income | *234,350.88 |

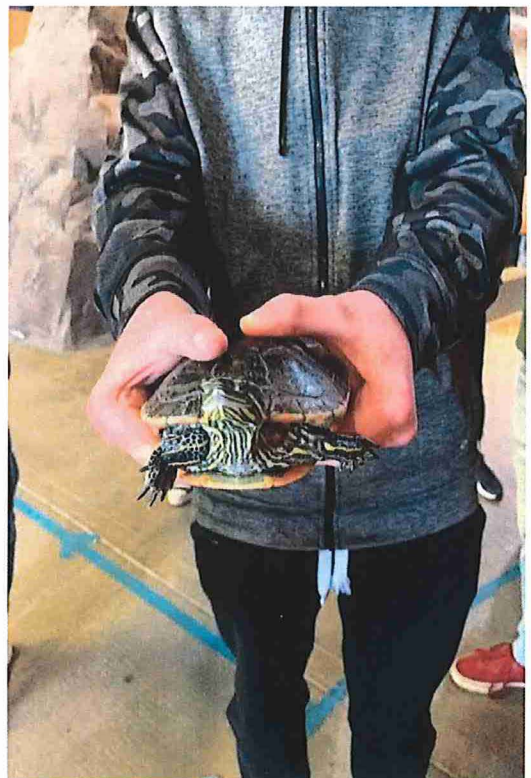
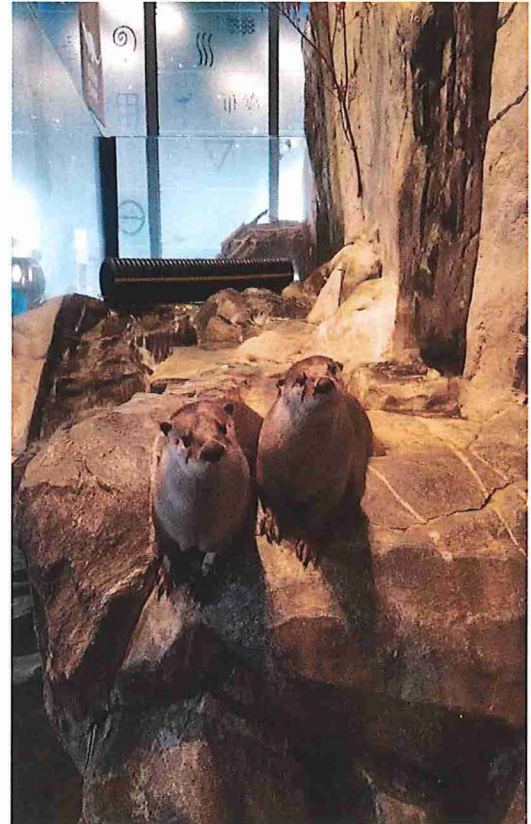
*See note on page 4.



Appendix A – 2022 Financial Statements

Balance Sheet

| | <u>Dec 31, 22</u> |
|--|---------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 1000 · Cash and Cash Equivalents | 1,101,698.78 |
| Total Checking/Savings | 1,101,698.78 |
| Accounts Receivable | |
| 1150 · Accounts Receivable | 13,918.23 |
| Total Accounts Receivable | 13,918.23 |
| Other Current Assets | |
| 1300 · Other Current Assets | 110,276.44 |
| 1380 · Undeposited Funds | 46,418.59 |
| Total Other Current Assets | 156,695.03 |
| Total Current Assets | 1,272,312.04 |
| Fixed Assets | |
| 1200 · Fixed Assets | 2,913,113.41 |
| 1250 · Accumulated Depreciation | -1,943,808.29 |
| Total Fixed Assets | 969,305.12 |
| TOTAL ASSETS | 2,241,617.16 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 2007 · Accounts Payable, General | 67,636.17 |
| Total Accounts Payable | 67,636.17 |
| Credit Cards | |
| 2700 · Employee Credit Cards | 11,380.20 |
| Total Credit Cards | 11,380.20 |
| Other Current Liabilities | |
| 2530 · Capital Lease Payable-Current | 1,982.93 |
| 2500 · Other Current Liabilities | 196,217.88 |
| 2900 · Deferred Revenue | 145,049.91 |
| 2520 · City Revolving Loan Payable | 150,000.00 |
| Total Other Current Liabilities | 493,250.72 |
| Total Current Liabilities | 572,267.09 |
| Long Term Liabilities | |
| 2300 · Long Term Liabilities | 590,406.38 |
| Total Long Term Liabilities | 590,406.38 |
| Total Liabilities | 1,162,673.47 |
| Equity | |
| 3001 · Fund Balance | -635,517.45 |
| 3200 · Unrestricted Net Assets | 1,480,110.26 |
| Net Income | *234,350.88 |
| Total Equity | 1,078,943.69 |
| TOTAL LIABILITIES & EQUITY | 2,241,617.16 |



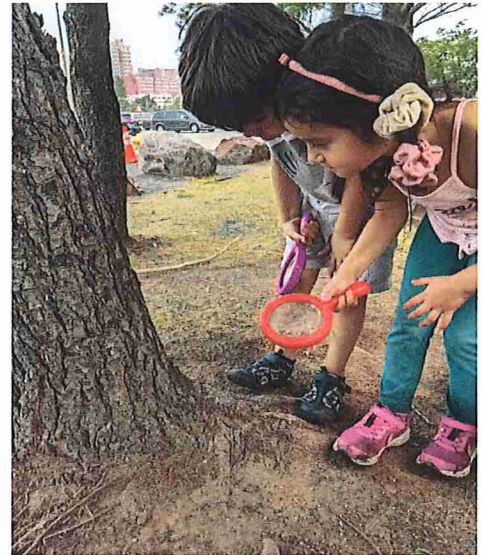
*Income carried forward from 2022 to replace roof. This project was carried over due to delays in materials and scheduling conflicts.

Appendix B—2022 Accomplishments

The following list show cases some of the efforts and success at the Great Lakes Aquarium this past year.

1) Community Learning and Visitor Engagement

GLA provides on-site and outreach educational programming to learners of all ages. Daily interpretive programs give guests the opportunity to learn more about resident animals while watching them eat, play, or interact with our staff. Classes and formal programming are provided to youth, while teacher workshops and visiting speakers provide enriching experiences for adults. Outreach programs bring the wonder of GLA to the community, especially those for whom a visit to the Aquarium is not feasible.



2022 Accomplishments:

- ◇ Returned to pre-pandemic programming for over 10,000 youth, 6,000 of whom are K-12 students through on-site field trips.
- ◇ Exhibits team updated over 165 interpretive, species and wayfinding signs after budget constraints of the previous two years.
- ◇ Partnered with NOAA Ocean Exploration to deliver 2 virtual Professional Development Mini-Series from across the region and nation.
- ◇ Hosted 60 educators in professional development workshops both virtually and in person.
- ◇ Engagement team collaborated with Husbandry to introduce an innovative interpretive program in which guests are able to participate in river otter training.
- ◇ H2O: Watersheds at Work won a National Association Interpretation award – 3rd place in the Indoor Interpretive Exhibit category.



2) Exhibits/Husbandry/Facilities

Great Lakes Aquarium features individual animals from over 400 unique species found within the Great Lakes Basin, other freshwater ecosystems, and saltwater habitats.



Accomplishments 2022

- ◇ Moved tide pool animals to touch pool in the Origin's gallery. Moving the touch pool was done to create space for a new exhibit, Wild Neighbors that will open in 2023.
- ◇ The first of 3 phases are complete in updating our animal care quarantine. The update includes new flooring and aquariums and water filtration systems (life support systems).
- ◇ We upgraded many of the life support systems with new pumps and monitoring equipment.
- ◇ We acquired an opossum. His name is Cedar! He was collected from a rehab facility in Louisiana Cedar tells the story of the important role mammals have in a watershed.
- ◇ Signage is updated for our parking entrance, parking booth and front doors.
- ◇ Operations staff installed a cooling loop to the quarantine room. New heat exchanger connected to this loop cool the water in quarantine tanks and two new exhibits. Heat exchangers replace chillers and reduce energy from running less motors and decreasing room heat.

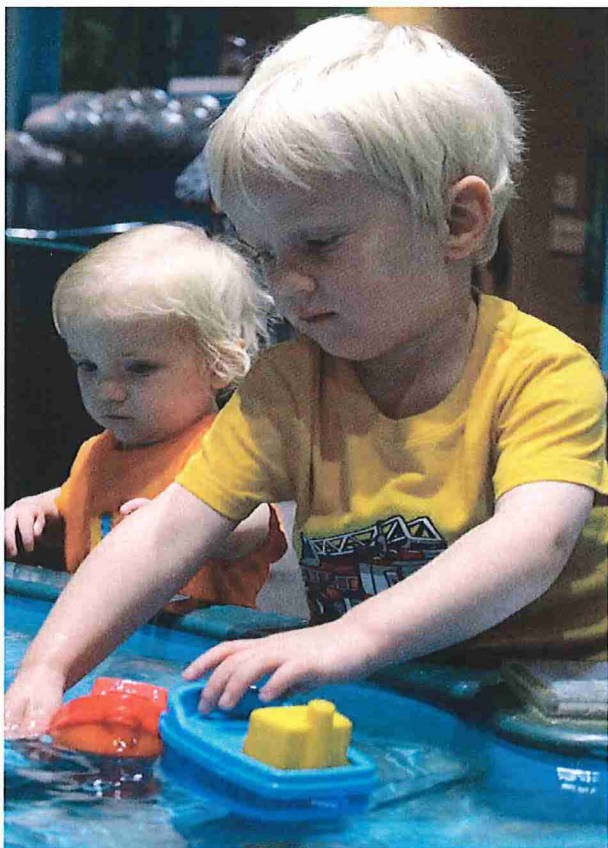


3) Development, Marketing and Strategic Planning

GLA is committed to increasing support for the Aquarium by re-engaging with individuals and the funding community, planning for its long-term future, and maintaining a brand that supports its mission and is easily identifiable to the public.

2022 Accomplishments:

- ◇ Recorded the highest visitor attendance in both 2021 and 2022 since 2002.
- ◇ Aqua Affair annual fundraiser raised \$11,000 for animal care
- ◇ Produced a commercial featuring H2O: Watersheds at Work that aired on local TV and YouTube pre-roll
- ◇ Social media reach: Facebook 16,639 LIKES, Instagram 6963 Followers, TikTok 14.1 Followers
- ◇ Partnered with WDIO The Lift program to host a bi-weekly segment *In Otter News* highlighting aquarium animals.
- ◇ Great Lakes Aquarium worked with Northspan to develop a new long-term strategic plan. Stakeholders, including all staff and board members were included in the planning process. The plan was approved by the board of directors and adopted in June 2022. As part of the planning process the mission and vision statement were updated in order to align with GLA's current and future direction.



(4) Inclusion and Accessibility

At the Aquarium, we are committed to creating a culture of diversity, inclusion, and accessibility for visitors, employees, volunteers, and other stakeholders of the organization. This is both to create the best experience possible for all visitors and to create a workplace that allows staff and volunteers to thrive. In order to make these values a reality, GLA has outlined inclusion and accessibility as objectives in our current strategic plan, including a staff and board committee. This has allowed us to create the time and space to begin researching and aligning our attention to areas of opportunity and action.

Efforts around inclusion, accessibility, and equity are vital to helping us advance our mission and ensuring all people have the opportunity for a meaningful and educational experience at our organization. Our vision is to be a unique destination for people from across Minnesota, Wisconsin, and the greater mid-west region, by creating experiences for people with different needs, abilities, and resources.

2022 Accomplishments

- ◇ Reintroduced and conducted tactile tours for guests with low vision.
- ◇ Through the Limited Income Access program 180 half price memberships were purchased in 2022. About 7,800 tickets or 4% of our total individual tickets purchased were Limited Income Access rate tickets.

