



**Lake Superior Center Authority
2017 Annual Report to the Legislature**

Submitted March 2018

*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. This year was a record breaking year with more than 162,000 guests visiting the Aquarium from January – December 2017. This represents a 13.5% increase in attendance over 2016. These guests had personal interactions with animals, participated in interpretive programming, camps and classes and socialized with friends, family and the public in our dynamic learning space.

Great Lakes Aquarium currently employs 26 full-time staff and approximately 19 part-time staff. These numbers vary seasonally. Operational changes in 2017 included the retirement of executive director, Jack LaVoy and director of administrative services, Bill Alworth. Annie Thors, the new finance director, and Joe Montisano, the new executive director, joined the Aquarium's management team respectively in May and August 2017. Additional information related to funding sources, assets, liabilities and administrative expenses are attached to this letter (Appendix A).

Unsalted Seas, featuring a 9,000 gallon sturgeon touch pool drew rave reviews during its second summer as the featured exhibit. Plans are underway to fund, design and fabricate new exhibits for 2018, 2019 and 2020. These include new touch pools showcasing marine animals, a turkey vulture/eagle exhibit, and a gallery remodel focused on showcasing the wildlife, function and importance of global river systems.

The Aquarium continued in 2017 to be a solid community partner for a variety of initiatives, activities and events. Each year, the Aquarium renews on-going relationships and builds new bridges with partners in the areas of environmental education, stewardship, inclusion and business. Examples of such partners in 2017 include: North Shore Scenic Railroad, Vista Fleet, Lake Superior Zoo, Duluth Children's Museum, Bentleyville Tour of Lights, Duluth Public Schools, University of Minnesota Duluth, Minnesota Power/Allete, Greater Downtown Council, Duluth Chamber of Commerce, Visit Duluth, Duluth Entertainment and Convention Center (DECC) and the Duluth Family YMCA.

Changes to programmatic activities in 2017, included an increase and diversification of camps and classes for community members. These changes increased the reach of the Aquarium's mission driven work and diversified revenue streams to support the organization's fiscal health. New animals were added to the Aquarium's resident collection, including new fish species, a pair of striped skunks and a juvenile zebra shark. In addition, energy conservation projects saw results in both energy and financial savings. A more complete list of activities is attached to this report (Appendix B).

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 for additional information at any time.

Sincerely,

Joe Montisano
Executive Director
Great Lakes Aquarium

Elaine Hansen
Chair
Lake Superior Center Authority

Appendix A – Financial Statements

Great Lakes Aquarium
Balance Sheet
As of December 31, 2017

	Dec 31, 17
ASSETS	
Current Assets	
Checking/Savings	
1000 · Cash and Cash Equivalents	
1010 · US Bank, Checking Gen -8045	107,843.06
1015 · Petty Cash	500.00
1112 · US Bank, Savings -0789	30,322.16
1080 · US Bank, Special Ckng -3022	100.00
1050 · US Bank, Sweep Acct -8268	100.00
1025 · Cash on Hand , Cash Room	6,930.00
Total 1000 · Cash and Cash Equivale...	145,795.22
Total Checking/Savings	145,795.22
Accounts Receivable	
1152 · Pledges Receivable	3,584.62
1150 · Accounts Receivable	-4,459.00
Total Accounts Receivable	-874.38
Other Current Assets	
1300 · Other Current Assets	
1352 · PrePd Ins-Life,LTD,GenBus ...	9,556.44
1370 · Inventory	33,720.09
Total 1300 · Other Current Assets	43,276.53
1380 · Undeposited Funds	40,323.39
Total Other Current Assets	83,599.92
Total Current Assets	228,520.76
Fixed Assets	
1200 · Fixed Assets	
1206 · Vehicles	47,539.75
1201 · Furniture and Equipment	180,347.77
1202 · Building Improvements	289,493.28
1203 · Artifact Acquisition	1,000.00
1204 · Building Improvements, Build...	1,666,054.64
1205 · Computer Hardware	152,352.60
Total 1200 · Fixed Assets	2,336,788.04

Great Lakes Aquarium
Balance Sheet
As of December 31, 2017

	Dec 31, 17
1250 · Accumulated Depreciation	
1251 · Acc Dep Furn & Equip	-184,108.99
1252 · BLD Improvement	-514,149.87
1250 · Accumulated Depreciation - Ot...	-168,414.30
	-866,673.16
Total 1250 · Accumulated Depreciation	-866,673.16
Total Fixed Assets	1,470,114.88
TOTAL ASSETS	1,698,635.64
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2007 · Accounts Payable, General	71,141.87
	71,141.87
Total Accounts Payable	71,141.87
Credit Cards	
2700 · US Bank Credit Cards	5,367.30
	5,367.30
Total Credit Cards	5,367.30
Other Current Liabilities	
2500 · Other Current Liabilities	
2116 · Unbilled Purchases	80.00
2115 · Sales Tax Payable	719.31
2114 · Gift Certificates Outstanding	15,325.79
2400 · Payroll, Salaries & Benifits	134,932.11
	151,057.21
Total 2500 · Other Current Liabilities	151,057.21
2900 · Deferred Revenue	96,441.09
2901 · Deferred Revenue - Authority	2,900.00
2600 · City Revolving Loan Payable	250,000.00
	500,398.30
Total Other Current Liabilities	500,398.30
Total Current Liabilities	576,907.47
Long Term Liabilities	
2300 · Long Term Liabilities	
2302 · Long Term Debt - City Loan	150,000.00
	150,000.00
Total 2300 · Long Term Liabilities	150,000.00
Total Long Term Liabilities	150,000.00
Total Liabilities	726,907.47

3:20 PM

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Accrual Basis

Great Lakes Aquarium
Balance Sheet
As of December 31, 2017

	<u>Dec 31, 17</u>
Equity	
3001 · Fund Balance	-635,517.45
3200 · Unrestricted Net Assets	1,480,940.11
Net Income	126,305.51
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Total Equity	971,728.17
	<hr/>
TOTAL LIABILITIES & EQUITY	1,698,635.64
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Great Lakes Aquarium
Profit & Loss
 January through December 2017

	Jan - Dec 17
Ordinary Income/Expense	
Income	2,509,775.99
Cost of Goods Sold	236,435.21
Gross Profit	2,273,340.78
Expense	
69810 · Bank Service Charges	18.30
51100 · Freight and Shipping Costs	30.00
5101 · Admin. - Expenses	
5123 · Diving Trips	1,000.00
5106 · FSA Expense	450.00
5120 · Development Expenses	18,946.02
5118 · 401K Administration Expenses	2,635.50
5196 · Miscellaneous Expense	371.67
5116 · Donation	102.30
5437 · Equipment Lease - Admin	-3,048.00
5105 · Employee & Volunteer Recog...	15,359.32
5110 · Accounting	11,631.25
5130 · Late Fees	49.07
5133 · Maintenance, Computer	6,762.22
5135 · Legal	3,282.30
5140 · Licenses & Permits - Admin	1,544.25
5145 · Meeting/Entertainment	7,531.86
5165 · Trade Assoc & Membership D...	2,657.50
5170 · Workshop/Employee Training	1,759.00
5175 · Staff Mileage, Meals, Travel	9,465.49
5185 · Gen Outside Services-Admin	18,107.56
5195 · Computer/Copier/Fax	21,529.33
Total 5101 · Admin. - Expenses	120,136.64
5100 · Admin Payroll	
5100.1 · Admin Wages	219,470.62
5100.2 · Payroll Taxes	18,429.36
5100.3 · Health Insurance	9,617.20
5100.4 · Life/LTD Insurance	1,076.36
5100.5 · Worker's Comp.	4,964.67
5100.6 · 401K Employer Contribution	3,400.73
Total 5100 · Admin Payroll	256,958.94
5200 · Education - Expenses	21,018.53
5201 · Education - Payroll	389,793.78
5300 · Husbandry - Expenses	114,027.36

3:18 PM

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Accrual Basis

Great Lakes Aquarium
Profit & Loss
January through December 2017

	<u>Jan - Dec 17</u>
5301 · Husbandry - Payroll	393,478.71
5400 · Operations -Facility- Expenses	517,196.16
5401 · Operations -Facility-Payroll	244,814.46
5700 · Operations-General Expense	209,617.05
5701 · Operations-Guest ServicePayroll	121,982.52
5500 · Facility Rental / Special Event	6,667.68
5600 · Store - Expenses	9,170.89
5601 · Store - Payroll	54,618.35
Total Expense	<u>2,459,529.37</u>
Net Ordinary Income	-186,188.59
Other Income/Expense	
Other Income	412,408.72
Other Expense	<u>99,914.62</u>
Net Other Income	<u>312,494.10</u>
Net Income	<u><u>126,305.51</u></u>

Great Lakes Aquarium
Transaction Detail By Account
 January through December 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
4200 · Donations								
4201 · Donations, Annual Appeal								
Deposit	01/17/2017	208764		Give to Max		1010 · US B...	43.86	43.86
Sales Receipt	02/06/2017	507195	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	143.86
Sales Receipt	02/15/2017	508154	Counter Sales	Donation Annual Appeal		1380 · Unde...	25.00	168.86
Sales Receipt	11/21/2017	575724	Counter Sales	Donation Annual Appeal Se...		1380 · Unde...	100.00	268.86
Sales Receipt	11/21/2017	575766	Counter Sales	Donation Annual Appeal Se...		1380 · Unde...	100.00	368.86
Deposit	11/27/2017			online, 11/25/17, Troeltzsch		1010 · US B...	1,000.00	1,368.86
Sales Receipt	11/27/2017	577141	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	1,468.86
Sales Receipt	11/27/2017	577142	Counter Sales	Donation Annual Appeal		1380 · Unde...	50.00	1,518.86
Sales Receipt	11/27/2017	577143	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	1,618.86
Sales Receipt	11/27/2017	577146	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	1,718.86
Sales Receipt	11/27/2017	577147	Counter Sales	Donation Annual Appeal		1380 · Unde...	50.00	1,768.86
Sales Receipt	11/27/2017	577151	Counter Sales	Donation Annual Appeal		1380 · Unde...	3,000.00	4,768.86
Sales Receipt	11/27/2017	577185	Counter Sales	Donation Annual Appeal		1380 · Unde...	50.00	4,818.86
Sales Receipt	11/27/2017	577186	Counter Sales	Donation Annual Appeal		1380 · Unde...	250.00	5,068.86
Sales Receipt	11/27/2017	577190	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	5,168.86
Sales Receipt	11/29/2017	577344	Counter Sales	Donation Annual Appeal		1380 · Unde...	300.00	5,468.86
Sales Receipt	11/29/2017	577345	Counter Sales	Donation Annual Appeal		1380 · Unde...	120.00	5,588.86
Deposit	11/30/2017			online, 11/28/17, S Robb		1010 · US B...	100.00	5,688.86
Sales Receipt	11/30/2017	577430	Counter Sales	Donation Annual Appeal		1380 · Unde...	0.00	5,688.86
Sales Receipt	12/04/2017	578239	Counter Sales	Donation Annual Appeal		1380 · Unde...	200.00	5,888.86
Sales Receipt	12/04/2017	578240	Counter Sales	Donation Annual Appeal		1380 · Unde...	25.00	5,913.86
Sales Receipt	12/04/2017	578243	Counter Sales	Donation Annual Appeal		1380 · Unde...	25.00	5,938.86
Sales Receipt	12/04/2017	578283	Counter Sales	Donation Annual Appeal		1380 · Unde...	25.00	5,963.86
Sales Receipt	12/04/2017	578285	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	6,063.86
Sales Receipt	12/06/2017	578416	Counter Sales	Donation Annual Appeal		1380 · Unde...	0.00	6,063.86
Sales Receipt	12/06/2017	578421	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	6,163.86
Sales Receipt	12/06/2017	578423	Counter Sales	Donation Annual Appeal		1380 · Unde...	25.00	6,188.86
Sales Receipt	12/06/2017	578435	Counter Sales	Donation Annual Appeal		1380 · Unde...	250.00	6,438.86
Sales Receipt	12/06/2017	578455	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	6,538.86
Sales Receipt	12/07/2017	578560	Counter Sales	Donation Annual Appeal		1380 · Unde...	300.00	6,838.86
Deposit	12/08/2017			online, 12/6/17, D Nagel		1010 · US B...	50.00	6,888.86
Sales Receipt	12/11/2017	579545	Counter Sales	Donation Annual Appeal		1380 · Unde...	200.00	7,088.86
Sales Receipt	12/11/2017	579546	Counter Sales	Donation Annual Appeal		1380 · Unde...	25.00	7,113.86
Sales Receipt	12/13/2017	579688	Counter Sales	Donation Annual Appeal		1380 · Unde...	50.00	7,163.86
Sales Receipt	12/19/2017	580881	Counter Sales	Donation Annual Appeal		1380 · Unde...	50.00	7,213.86
Sales Receipt	12/21/2017	581081	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	7,313.86
Sales Receipt	12/21/2017	581125	Counter Sales	Donation Annual Appeal		1380 · Unde...	50.00	7,363.86
Deposit	12/26/2017	2267...		Give to the Max		1010 · US B...	1,378.96	8,742.82
Sales Receipt	12/27/2017	581938	Counter Sales	Donation Annual Appeal		1380 · Unde...	25.00	8,767.82
Sales Receipt	12/27/2017	581994	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	8,867.82
Sales Receipt	12/28/2017	582411	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	8,967.82
Sales Receipt	12/28/2017	582413	Counter Sales	Donation Annual Appeal		1380 · Unde...	100.00	9,067.82
Total 4201 · Donations, Annual Appeal							9,067.82	9,067.82

Great Lakes Aquarium Transaction Detail By Account January through December 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
4575 · Donations, Restricted								
4575.1 · Donation--River Trek Exhibit								
Deposit	10/03/2017	2934	Lloyd K Johnson Foundation	Lloyd K Johnson		1010 · US B...	20,000.00	20,000.00
Deposit	10/23/2017			K Hylenski, A Lindsey, 10/21...		1010 · US B...	50.00	20,050.00
Deposit	10/30/2017			J Webb, 10/26/17		1010 · US B...	50.00	20,100.00
Total 4575.1 · Donation--River Trek Exhibit							20,100.00	20,100.00
4575 · Donations, Restricted - Other								
Deposit	04/19/2017			Rick Fry		1030 · PayP...	250.00	250.00
Deposit	04/20/2017			Rick Fry		1030 · PayP...	100.00	350.00
Deposit	04/20/2017			Rick Fry		1030 · PayP...	25.00	375.00
General Journal	04/20/2017			Rick Fry		4576 · Donat...	40.00	415.00
Deposit	04/20/2017			Rick Fry		1030 · PayP...	50.00	465.00
Sales Receipt	04/21/2017	522141	Counter Sales	Donation Restricted		1380 · Unde...	50.00	515.00
Sales Receipt	04/24/2017	522812	Counter Sales	Donation Restricted		1380 · Unde...	25.00	540.00
Sales Receipt	04/24/2017	522829	Counter Sales	Donation Restricted		1380 · Unde...	250.00	790.00
Deposit	04/24/2017			Rick Fry		1030 · PayP...	100.00	890.00
Deposit	04/26/2017			Rick Fry		1030 · PayP...	100.00	990.00
Deposit	04/29/2017			Rick Fry	X	1010 · US B...	0.00	990.00
Deposit	04/29/2017			Rick Fry		1030 · PayP...	25.00	1,015.00
Sales Receipt	05/01/2017	524233	Counter Sales	Donation Restricted		1380 · Unde...	100.00	1,115.00
Sales Receipt	05/02/2017	524308	Counter Sales	Donation Restricted		1380 · Unde...	50.00	1,165.00
Sales Receipt	05/03/2017	524427	Counter Sales	Donation Restricted		1380 · Unde...	100.00	1,265.00
Deposit	05/04/2017			Rick Fry		1030 · PayP...	25.00	1,290.00
Deposit	05/04/2017			Rick Fry		1030 · PayP...	50.00	1,340.00
Deposit	05/09/2017			Rick Fry		1010 · US B...	710.00	2,050.00
Sales Receipt	05/15/2017	526310	Counter Sales	Donation Restricted		1380 · Unde...	100.00	2,150.00
Sales Receipt	05/15/2017	526311	Counter Sales	Donation Restricted		1380 · Unde...	50.00	2,200.00
Sales Receipt	05/29/2017	530333	Counter Sales	Donation Restricted		1380 · Unde...	25.00	2,225.00
Sales Receipt	05/29/2017	530335	Counter Sales	Donation Restricted		1380 · Unde...	100.00	2,325.00
Sales Receipt	06/15/2017	534271	Counter Sales	Donation Restricted		1380 · Unde...	1,000.00	3,325.00
Sales Receipt	09/14/2017	563585	Counter Sales	Donation Restricted Rotary ...		1380 · Unde...	250.00	3,575.00
Sales Receipt	10/02/2017	567291	Counter Sales	Donation Restricted Educati...		1380 · Unde...	800.00	4,375.00
Deposit	10/31/2017	2042...		Water Fountain Donation		1010 · US B...	4,000.00	8,375.00
Total 4575 · Donations, Restricted - Other							8,375.00	8,375.00
Total 4575 · Donations, Restricted							28,475.00	28,475.00

Great Lakes Aquarium Transaction Detail By Account January through December 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
4576 · Donations, Unrestricted								
Sales Receipt	03/03/2017	511110	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	20.00	20.00
Sales Receipt	03/30/2017	518066	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	25.00	45.00
Sales Receipt	04/20/2017	522051	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	40.00	85.00
General Journal	04/20/2017			Rick Fry	4575	Donat...	-40.00	45.00
Sales Receipt	06/12/2017	533505	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	1,000.00	1,045.00
Invoice	06/22/2017	43	Harold and Ruth Frederick	Donation	1152	Pledg...	4,000.00	5,045.00
Sales Receipt	07/19/2017	545089	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	25.00	5,070.00
Sales Receipt	07/20/2017	545337	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	40.09	5,110.09
Sales Receipt	08/13/2017	554294	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	10.00	5,120.09
Sales Receipt	10/10/2017	568807	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	500.00	5,620.09
Sales Receipt	11/20/2017	575645	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	50.00	5,670.09
Sales Receipt	11/22/2017	575842	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	50.00	5,720.09
Sales Receipt	11/22/2017	575890	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	100.00	5,820.09
Sales Receipt	11/22/2017	575891	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	25.00	5,845.09
Sales Receipt	11/22/2017	575892	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	100.00	5,945.09
Sales Receipt	12/21/2017	581168	Counter Sales	Donation Donation - unrestricti...	1380	Unde...	200.00	6,145.09
Total 4576 · Donations, Unrestricted							6,145.09	6,145.09
Total 4200 · Donations							43,687.91	43,687.91
TOTAL							43,687.91	43,687.91

Great Lakes Aquarium
Profit & Loss
 January through December 2017

	Jan - Dec 17
Ordinary Income/Expense	
Income	
4000 · Admissions	
4015 · Online General Admission	3,806.00
4005 · Admissions, General	1,505,801.65
4020 · Must See Pass Revenue	53,053.22
1073 · Over/Short Account	66.04
	1,562,726.91
Total 4000 · Admissions	1,562,726.91
4050 · Membership Income	164,225.61
4400 · Education Income	
4011 · IVC Revenue	20.00
Program Income & Outrea	155.00
4010 · Students & Classes	78,924.76
4450 · Group Visit Revenue	22,598.00
4150 · Birthday Party Rev	4,868.80
4700 · Program Income & Outreach	-183.01
	106,383.55
Total 4400 · Education Income	106,383.55
4200 · Donations	
4201 · Donations, Annual Appeal	9,067.82
4575 · Donations, Restricted	
4575.1 · Donation--River Trek Exhibit	20,100.00
4575 · Donations, Restricted - Other	8,375.00
	28,475.00
Total 4575 · Donations, Restricted	28,475.00
4576 · Donations, Unrestricted	6,145.09
	43,687.91
Total 4200 · Donations	43,687.91
4300 · Retail Sales	
4901 · Food & Beverage Rev (Gift S	34,164.57
4900 · Food & Beverage Rev (Gift Shop)	3.71
4300 · Retail Sales - Other	390,012.95
	424,181.23
Total 4300 · Retail Sales	424,181.23
4250 · Facility Rental \ Special Event	
4255 · Food & Bev Rev Commission	668.90
4250 · Facility Rental \ Special Event - O...	36,585.00
	37,253.90
Total 4250 · Facility Rental \ Special Event	37,253.90
4600 · Parking Income	159,739.92

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Accrual Basis

Great Lakes Aquarium
Profit & Loss
January through December 2017

	<u>Jan - Dec 17</u>
4500 · Miscellaneous	
4510 · Photo Booth Revenue	1,123.66
4635 · Penny Press Revenue	6,924.05
4645 · Binocular Revenue	314.92
8200 · Interest Income	5.33
4500 · Miscellaneous - Other	3,209.00
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Total 4500 · Miscellaneous	11,576.96
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Total Income	2,509,775.99
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Cost of Goods Sold	236,435.21
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Gross Profit	2,273,340.78
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Expense	2,459,529.37
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Net Ordinary Income	-186,188.59
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Other Income/Expense	
Other Income	
7303 · Flood Damage	58,072.01
7000 · Purchase Discounts	461.71
7100 · Tourism Tax Operational Support	353,875.00
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Total Other Income	412,408.72
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Other Expense	99,914.62
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Net Other Income	312,494.10
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Net Income	126,305.51
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Accrual Basis

Great Lakes Aquarium
Income by Customer Summary
January through December 2017

	<u>Jan - Dec 17</u>
1854 Treaty	250.00
A/R Accrual	-2,526.38
AEOA Head Start-Virginia	150.00
Alpha Sigma Tau AST	1,250.00
American Indian Education Progr	103.00
Animal Allies	105.00
Animal and Arts Camp	140.00
Animal Care Camp	3,130.00
Arbor Vitae-Woodruff School	270.00
Ariel Johnson Wedding	1,930.00
Aspen Aerials Inc.	800.00
Assumption Catholic School	105.00
Autism Society of Minnesota	1,820.00
Barnes Head Start	325.00
Barnum School	637.00
Bayview Elementary	636.00
Boden, Dave	1,630.00
Bois Fort Head Start	706.53
Bold School	690.00
Boldt	1,200.00
Braham School	389.00
Brandon=Evansville School	180.00
Brian Quintas	-95.00
Bryant Elementary School	1,007.00
Calvin Christian High School	70.00
Chassity Horton	-105.60
Chester Bowl Adventure Program	343.00
Children of Grace	273.00
Chippewa County 4-H	150.00
Chisholm Elementary School	303.00
Churchill Elementary	606.00
Clara Barton Open School	319.00
Cloquet Middle School	160.00
Cloquet Public Schools	100.00
Congdon Park KEY Zone	423.00
Congdon Park School	2,220.00
Cooper Elementary	1,026.00
Counter Sales	2,259,212.85
Crestview Academy	308.00
Denfeld High School	255.00
Drayton Public School	65.00
Drummond School	275.00
Duluth East High	147.00
Duluth Sail & Power Squadron	700.00
Duluth Symphony Orchestra	630.00
East Central School	170.00
East Grand Forks Central Middl	565.00

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03/05/18

Accrual Basis

Great Lakes Aquarium
Income by Customer Summary
January through December 2017

	<u>Jan - Dec 17</u>
EcoCountry Christian Academy	191.00
Ecumen Lakeshore	60.00
Epilepsy Foundation of MN-Fami	950.00
Esko Cool Kids-Summer School A	170.00
Fins and Fur Animal Care Camp	980.00
First Luthern School	85.00
Floodwood Elementary School	265.00
Follett, Tamara	630.00
Fond du Lac	152.00
Fond Du Lac Band	75.00
Fond Du Lac Nurse-Family	250.00
Fond du Lac Ojibwe School	-105.00
Fond Du Lac Prevention Interven	885.00
Fond du Lac Reservation	113.93
Forest Lake Elementary School	405.00
Franklin Elementary	435.00
Girl Scouts Of MN. & WI. Lake	2,510.00
GLA Administration	-10.60
GLA Education	0.00
GLA Husbandry	-0.93
Great Lakes Fishery Commission	390.00
Great Lakes School	629.00
Great River Montessori	50.00
Greenwood High School	70.00
Grundhofer Wedding	2,130.00
Grunst/Richie Reception	2,630.00
Hadrava Wedding Ceremony	0.00
Hallelujah Childcare Center	409.00
Hamline University	216.00
Harbor City International School	30.00
Harold and Ruth Frederick	4,000.00
Hayward Middle School	290.00
Herman Norcroft	30.00
Hermantown Community Education	351.00
Hermantown Elementary	1,004.00
Hermantown Middle School	880.00
Hermantown School Readiness	151.00
Hibbing Cub Scout Pack 9	990.00
Hibbing High School	335.00
Hilltop Elementary School	265.00
Holy Rosary-Detroit Lakes	155.00
Holy Rosary School	91.00
Home School Coop.	26.00
Homecroft Elementary	1,689.00
Iron River Elementary	640.00
Jacquelyn Little	-34.66
Johnson Carpet	800.00

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03/05/18

Accrual Basis

Great Lakes Aquarium
Income by Customer Summary
January through December 2017

	<u>Jan - Dec 17</u>
Johnson/Meyers	1,330.00
K-12 Academy	600.00
Lake Superior Elementary	703.00
Lake Superior Zoological Society	248.40
Lakeview Christian Academy	198.00
Lakewood Elementary PTA	80.00
Larsen/Carlson Ceremony	500.00
Laugh & Learn Childcare Center	60.00
Laura Macarthur Key Zone	721.00
Lco Ojibwe	95.00
Lincoln Elementary (Hibbing)	835.00
Little Fork Big Falls Elementa	280.00
Lowell Elementary	1,200.00
Lowell Elementary School_1	766.00
LuckyMindy Adventures	84.00
Lutman & Associates	250.00
Maddock Public School	55.00
Manvel School	115.00
Many Rivers Montessori	91.00
Marquette Catholic Schoo	203.00
McCausland/Scmidt Ceremony	500.00
Mesabi East High School	140.00
Mille Lacs Academy	119.22
Minneapolis Public Schools	147.00
Minnehaha Elementary	574.00
Minnesota High Tech Assoc	225.00
Minnesota Master Naturalist	880.00
Minnesota Power	450.00
MLDA	3,130.00
Mohrfield, Mike	930.00
Motley/Staples Middle School	1,040.00
Myers-Wilkins Elementary	1,055.00
Nevis High School	165.00
Newborn to School Group	85.40
North Shore Community School_1	746.00
North Star Academy Kids Club	405.00
North Star Edison	2,359.00
Northern Lights Elementary	701.00
Northland Community Schools	75.00
Northland Pines School	55.00
Northwestern Elementary School	1,415.00
Northwood School	170.00
Oak Street Christian School	95.00
Oglivie Elementary School	432.00
One Roof Community Housing	630.00
Our Lady of the Lake	190.00
our red	205.00

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03/05/18

Accrual Basis

Great Lakes Aquarium
Income by Customer Summary
January through December 2017

	<u>Jan - Dec 17</u>
pac	600.00
Park Point Summer Youth Program	161.00
Piedmont Elementary	502.00
Pike Lake Elementary	364.00
Pillager School	175.00
Pine City Elementary	843.00
Pine Grove Leadership Academy	130.00
Pine River-Backus	490.00
Pioneer Elementary School	0.00
Proctor Community Education Da	324.00
Proctor School Readiness Progra	398.00
Raleigh-Edison Charter School	336.00
Rice Lake High School	224.00
Rippleside Elementary	1,146.00
Rivers 2 Lakes	889.00
Salvation Army	0.00
Science Institute	860.00
scuba Camp	1,670.00
Scuba Try It	6.00
Serena, Heather	2,500.00
Shakopee High School-Bel Canto	140.00
Shell Lake Elementary School	357.00
Siren Middle School	115.00
Solon Springs Elementary	381.00
South Ridge School	797.00
South Terrace School	448.00
Spindler Wedding Ceremony	500.00
Spooner Elementary	560.00
St John	440.00
St. Joseph's 2	105.00
St. Michael's Lakeside School	150.00
Stanton Township School	105.00
Stowe ECFE	60.00
Stowe Elementary Keyzone	280.80
Strak, Christine	1,780.00
Summit School	200.00
Sunny Hollow Montessori	170.00
Superior Explorers	1,740.00
Superior Middle School	125.00
Superior YMCA	602.00
Tiffany Creek Elementary	415.00
Transition 12 Program	60.00
Twin Ports Baptist	70.00
Two Harbors High School	140.00
UMD Biology Department	165.00
UMD Contining Education	1,750.00
UMD Math Prep	100.00

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03/05/18

Accrual Basis

Great Lakes Aquarium
Income by Customer Summary
January through December 2017

	<u>Jan - Dec 17</u>
UMD Outdoor Educator's Co	80.00
University of North Dakota Choi	696.00
Upward Bound-Spooner	119.00
UW Stout	0.00
UWS Campus Recreation	84.00
Victory Christian Academy	390.00
Viking Middle School Woodville	1,040.00
Visit Duluth_1	3,260.00
Wakefield/Johnson Wedding	3,130.00
Walker Hackensack Aikley	190.00
Wartman/Johnson Wedding	650.00
Washburn Elementary	328.00
Washington ECFE	45.00
Webster School District	948.00
White Bear Lake High School	210.00
Wildlife Field Course	560.00
Wildwoods_1	440.00
William Kelley High School	117.00
Willow River Elementary	263.00
Willow River High School	190.00
Winterquist Elementary	612.00
worldpay	334.00
Wrenshall School	150.00
TOTAL	<u><u>2,371,846.96</u></u>

Appendix B – 2016/2017 Accomplishments

Education

- Annually provided programming for over 10,000 youth, 7,000 of whom are K-12 students through on-site field trips. More than 1,000 registered MN and WI teachers and school staff receive free admission each year.
- Visited schools, hosted outdoor classes and outreach programs, bringing learning experiences and animal encounters to 800 students off-site.
- Nearly 450 youth ages 3-18 participated in structured and guided learning experiences such as Whirligigs Preschool Program, Polliwogs Kindergarten Program, day camps, overnights and after-school programs.
- Served 200+ teachers through professional development workshops between the Aquarium's *Science Institute for Educators* and other organizations' workshops and conferences hosted in the Discovery Center with Aquarium staff support.
- Planned and hosted two *Teaching with Lake Superior* day-long conferences featuring content, strategies, research and activities related to using STEM to teach about Lake Superior. Attendees were from school, municipal, non-profit, higher education and homeschool settings. Approximately sixty people attended each event.
- Participated in a partnership with Harbor City International School through which the Aquarium became a classroom space for students learning about topics from herpetology to digital photography to careers in science.
- Collaborated with the Autism Society of Minnesota on a week-long camp to serve children on the autism spectrum and a training event for educators and adults who support children with autism.
- Welcomed more than 600 youth and adults to Toddler Tuesday programming during the winter months.

Exhibits/Husbandry

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

- Repainted exhibit galleries and updated signage throughout the building to include new animals, updated styles and information. There is some level of updating that is on-going.
- Updated life support systems (i.e. water quality maintenance and upkeep) to increase efficiency and reduce energy consumption.
- Updated lighting fixtures throughout the exhibit halls to long-lasting, energy efficient LED alternatives.
- Added new quarantine systems to our animal holding area. These systems provided us with the space we needed to bring in animals that were included in the new *Unsalted Seas* exhibit.
- Overhauled the *Amazing Amazon* exhibit to include a discus exhibit (iridescent tropical species that set a precedent as the first GLA fish to be housed with live vegetation), an

electric eel exhibit (this four-foot fish is exhibited with a voltage meter that allows guests to observe the electrical impulses in the tank), and a panoramic flooded forest habitat.

- Opened the *Unsalted Seas* exhibit in July 2016, connecting our community with the diverse populations of people, plants and wildlife found in and around the world's large lakes.
- Increased culture space for food resources and animal rearing. This reduces the cost and carbon production associated with shipping animals and food.

Community Outreach

GLA staff, board, and volunteers are present in the community and actively participate in activities that support the Aquarium's mission. Tickets are provided to individuals and groups to support charitable events in the community. GLA makes its facility available to individuals, businesses, and community groups that are looking for unique meeting and events spaces.

- Donated over 2,000 passes and 50 memberships to community silent auctions and charity events. In addition, GLA distributed 800 free family passes to community members during the Twin Ports Thanksgiving Buffet event at the DECC; 638 of the tickets were redeemed in 2016. Plans are underway for our participation in the 2017 event in November.
- Continued the *Sensory Friendly Saturday* program, during which the Aquarium opens early, turns down the volume on displays, dims lights and turns off waterfalls to make the Aquarium experience more sensory friendly for visitors who experience anxiety in our hyper-stimulating space.
- Awarded twenty-eight mini-grants to fund over 1,500 students' transportation from their schools to the Aquarium for field trip visits in 2017.
- Organized Aquarium staff volunteers for PBS Pledge Drive 2016, collecting individual donations towards public programming.
- Maintained membership in the Duluth Area Attractions Council, Duluth Area Chamber of Commerce, Greater Downtown Council, and Canal Park Business Association.
- Partnered with the Duluth Children's Museum on a family activity space at Duluth-Superior Pride Festival in 2016 and 2017.
- Collaborated with Minnesota Sea Grant and the University of Minnesota Duluth (UMD) on the Partners in Education Program to provide free Lake Superior programming to more than 1,000 elementary school youth in Duluth. This program differs from general Aquarium outreach in that the outreach educators are UMD students volunteering their time.

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.

- Secured \$250,000 from the state of Minnesota's Legacy Program's Arts & Cultural Heritage Fund for the development of the *Unsalted Seas* exhibit.
- Secured \$200,000 in matching funds from the City of Duluth's tourism tax surplus.
- Received an additional \$128,000 in matching funds from private sector individuals and foundations.
- Recorded the highest visitor attendance in both 2016 and 2017 (projected) since 2002.
- Unveiled a new website, including a visual facelift as well as functionality for online admission purchases, camp enrollment, professional development registration, and teaching kit check-out.
- Reached over 9,668 followers on Facebook, 1,979 followers on Instagram, and 1,507 followers on Twitter as of September 2017.
- Received widespread press coverage for all major Aquarium events.
- Partnered with North Shore Scenic Railroad and Vista Fleet to offer the Must-See Duluth Pass for discounted admission for all three local attractions.
- Developed a new 30-second TV commercial in collaboration with The Cultural North.

Sustainability - Energy Efficiency

For the past 5 years the Aquarium has committed to working towards reducing our energy consumption. Working with Minnesota Power and Energy Insights, we developed an energy reduction plan. The plan included equipment upgrades such as:

- Equipped exhibit and HVAC pumps with variable frequency drives
- Replaced chillers with heat exchangers
- Replaced incandescent lights with LED fixtures and bulbs
- Installed occupancy sensors in rooms

These changes once implemented, dropped our energy consumption by 15 percent. Future plans include using harbor water to cool the building and exhibits, utilizing heat produced in our building's mechanical rooms to heat Aquarium water, and exploring the potential of installing a solar array on our building and a portion of the parking lot.

Other Efforts

The work towards energy efficiency has merged into an Aquarium-wide vision of becoming a sustainable organization in all aspects of our facility. In 2016 we started a Sustainability Committee to develop goals and a plan towards becoming more sustainable.

- Built a garden to grow vegetables as food for the GLA animal collection in 2016. Increased the size of the garden in 2017.
- Replaced traditional cleaning products with eco-friendly products.
- Installed compost stations for staff, special events, and school groups.
- Developed culturing area to raise zooplankton and insects to feed animals.
- Supporting sustainable fisheries by culturing jellyfish, pipefish and seahorses on-site.