

MISSOULA BUTTERFLY HOUSE & INSECTARIUM



2022 Annual Report



2022

Exciting Progress & Preparations

By Jen Marangelo, Executive Director



2022 was a milestone year in many regards. First and foremost, it marked our last full year of operation under our "interim mode" since closing the Missoula Insectarium in 2019. It's hard to believe, but when I sit down to write our 2023 Annual Report, it will be from my office in our new facility!

They say you remember the exact moment of significant life-happenings. In this instance, that was certainly the case.

We got the news at 1:22PM on Friday, December 9th. By 3:00PM, the staff had gathered and a few champagne corks were airborne. After more than 3 years of hard work by our staff, steering committee, and board, we had received notification of a gift that took us across the finish line in our capital campaign!

While this was obviously a critical achievement, in reality it was just one of the many facets of our operations that have been in motion over the past year(s) in order to move us toward opening day.

Exhibits and Facility: While ideas have been percolating for years, in early 2022 our efforts to design our exhibits and overall facility kicked into high gear. Between the butterfly house, insectarium, classroom, offices, and gift shop there are more than a few details to keep track off.

Staff: In 2022 we filled two new staff positions that are specific to our transition to an expanded mode of operation.

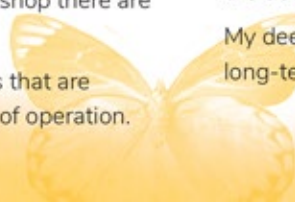


In July we welcomed our first Marketing & Events Coordinator and in November added a Development Associate to double our fundraising team.

Education Programs: Despite how incredibly busy we've been in bringing our education programs into classrooms across western MT, we've also been planning and preparing for what our school field trips and programs will look like once we open our doors. We'll be taking things to an entirely new level.

If you equate opening our new facility to winning the Super Bowl, then 2022 successfully brought us through some exciting playoff games. While we still have a tremendous amount of work to do before we can welcome you through the doors, you can add "Party Planning" to our list of to-do's.

My deepest thanks to everyone who has helped move this long-term dream forward. I can't wait to celebrate with you! 🦋



Education Transitions: Ch-ch-ch-changes



To quote a line from David Bowie's Changes, "Turn and face the strange." With little exception, that's precisely what our education programs have needed to do these past few years. Turn to face the changes head-on.

With our scheduled closure of the Missoula Insectarium in August 2019, our plan was to bring our unique education programs on the road and into classrooms across western Montana until we could open our new facility. The plan unrolled perfectly ...until COVID hit in March 2020.

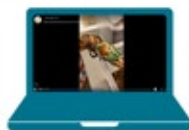
Luckily, our flexible and creative staff made an incredibly seamless transition to conducting our in-person programs online. This transition was so successful that we actually conducted more programs in 2021 than in any other year of our organizational history. No travel time = more time for programs.

Looking at our stats from the past few years, we went from delivering all of our school field trips in-person in 2019 to conducting 82% of them online in 2020. 2021 only saw a slight change with online field trips dropping to 66%. This past year, online field trips represented only 14% of our school programs, with ALL of these online programs being conducted for schools that were too far away to physically visit.

Long story short ...in-person programming came back in force in 2022. And we could not be more thrilled. While the online programs we've developed are impactful, there simply is no substitute for up-close and personal interactions with our live Bug Ambassadors in creating memorable and powerful learning experiences.

As we prepare to open our new facility in the months ahead, our focus on in-person programming will obviously grow. However, thanks to the relationships we've developed with schools from across Montana (and in other states), online programs will remain an important tool in our expanding toolbox. 🐛

2022 Education Program Stats



Online Bug Encounters: 46 live encounters reaching 21,206 Facebook viewers. Check them out every Wednesday at 1:00 on Facebook or in the archives at missoulabutterflyhouse.org/online-bug-encounters/



Summer Camps: 7 camps for 110 campers with our partners at the Montana Natural History Center, spectrUM, Missoula Community School, and the YMCA.



What's Buzzin' Reports: 30 reports with 385 insect photos featured. With the 2023 season underway, send us photos of what you are seeing.



Bugs Around Town/Pop-up Exhibits: 47 programs reaching 1,717 individuals. A big thank you to our partners at spectrUM.



Notes From the Lab: 38 Reports covering a wide array of buggy topics.



Bugs & Brews: After a 2-year "COVID break", we squeezed two of these popular lectures into the last quarter of 2022. Thank you, Draught Works!



Community Science: 2022 represented the third field season of our participation in two nation-wide research projects; US Ants and an Insect Abundance study.

Field Trips 5,928 Students Reached



In-Person
195 Programs
242 Classes/Groups



Distance Learning
34 Programs
39 Classes



Field Trip Scholarships

Thanks to our partners at the Dennis & Phyllis Washington Foundation and the Jane S. Heman Foundation, last year we were able to provide field trip scholarships for 67 classes, reaching 1,234 students.



2023: Rolling Out the Red Carpet!



When you were a child and were excitedly waiting for a special day that was months away, it seemed like it took *forever* for that day to finally arrive! As we draw closer to the opening of our new home, we're experiencing that same "impatient excitement."

Just to be clear, we haven't exactly been "waiting" for our new facility to open. In reality, we've been working our abdomens off. While we do not have a specific opening day in the calendar yet, our fingers and toes are crossed that we'll be open in September.

With the countdown underway, our planning and activity is ramping up on a growing number of fronts.

- Our new exhibits will feature some of your old favorites, but will branch out to include some incredible arthropod species that provide new learning experiences. Aside from the butterfly house itself, one of the new exhibits we're most excited for is our leafcutter ant exhibit. Watching them cut and carry leaves back to their chambers and learning about the different jobs individual

ants have within the colony will quickly grab, and keep, your attention.

- In addition to the grade-specific focus of our school field trips, students will be exposed to a broader experience that incorporates the entire facility. This addition to our already unique and impactful education efforts will instill a deeper appreciation and understanding of the insects and arthropods that make life, as we know it, possible.
- Once our opening date solidifies, we'll unroll a plan that will double our existing staff within the weeks before the ribbon is cut – staff to expand our education capacity, care for our animals and tropical plants, work our admissions desk, run our gift shop, and more.

We've been reaching toward this goal for a long time. Having evolved from an all-volunteer undertaking in 2009, the opening of our new facility completes the organizational metamorphosis we've been navigating for many years. We can't wait to showcase what has emerged when we roll out the red carpet. See you on opening day! 🦋



Butterfly License Plate

Since our license plate became available in late 2019, it's generated nearly \$40,000 in license plate fees to help support our unique education efforts (\$17,440 in 2022). Give your new or existing vehicle some wings, while supporting our programs and our exciting future at the same time, by getting your plate today. Contact us or visit your County Treasurer's office for more information.



MISSOULAGIVES

Save the Date

The 2023 Missoula Gives campaign is May 4th to May 5th. With \$35,000 in matching challenges in place, free admission passes for gifts of \$50 or more, and the chance to win a private behind-the-scenes tour for 8, we hope you'll consider making a donation in celebration of our new facility! Contact Glenn at 406-317-1211 or glenn@missoulabutterflyhouse.org for more info.



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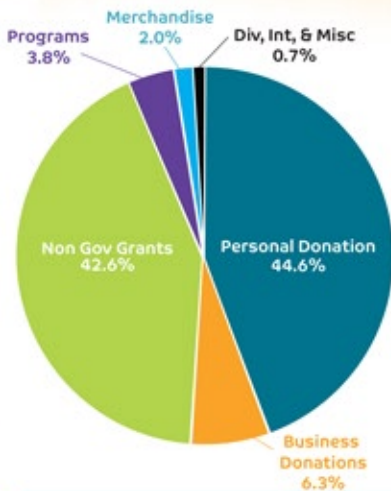
COME LEARN ABOUT THE LITTLE THINGS THAT RUN THE WORLD!

2022 Financials

As of 12/31/22, the Missoula Butterfly House and Insectarium's assets totaled \$2,544,855.35.

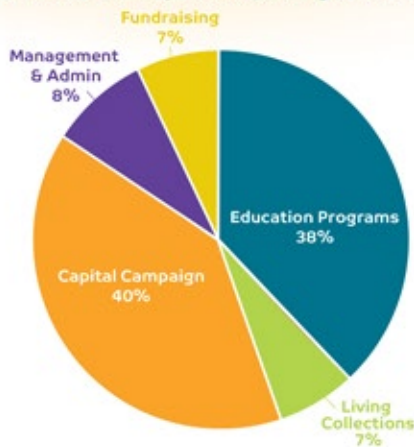
Total Income*: \$864,066.10

*\$432,947.88 for Capital Campaign



Total Expenses*: \$503,108.45

*Expenses for capital campaign include: staff time, consultant fees, and PR and marketing. Not shown on this chart is a construction payment of \$1.7M (reflected by a corresponding decrease in assets).



Missoula Butterfly House and Insectarium Board of Directors

Marcy Allen, President
Executive Director, Missoula Community Foundation

Lisa Verlanic Fowler, Vice-President
Teacher, Florence-Carlton School

Michael Carter, Secretary
Wildlife Biologist

Megan Robson, Treasurer
Realtor, Clutch Homes

Dr. Douglas J. Emlen
Montana Regents Professor of Evolutionary Biology, University of Montana

Kathryn Herman
Retirement Specialist, Aon

Glenn Marangelo
Development Director, Missoula Butterfly House and Insectarium

Jen Marangelo
Executive Director, Missoula Butterfly House and Insectarium

Nicole Toone
Commercial Lender, First Security Bank

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Kasey Bader
Development Associate

Miriam Bayer
Lead Animal Keeper

Glenn Marangelo
Development Director

Jen Marangelo
Executive Director

Morgan McNeill
Marketing & Events Coordinator

Brenna Shea
Interpretive Writer & Educator

Carolyn Taber
Museum Educator

Karen Weaver
Interpretive Content Developer (through October)