



# growing curiosity

2023-2024 Impact Report





The Scott Family Amazeum exists to spark and nurture the curious and creative spirit of diverse communities, supporting the development of innovative thinking necessary to meet challenges of the future.

Sustainability has been a core concern of the Amazeum since 2015. This year, we're growing with purpose—embracing eco-friendly practices like using recycled paper in this report and expanding our green initiatives. Together, we're building a brighter, more sustainable future—one imaginative step at a time.



# The Year in Numbers

**245,217**

total guests visited



**26,224+**

guests visited  
for Unfield Trips



**22,162**

participated in  
Priceless Nights



**805**

hours at  
community events

**1,853+**

Birthday groups



**583**

campers



**1,597**

group visits



**4,959**

miles traveled for  
library programs





# Dear Amazeum Friends,

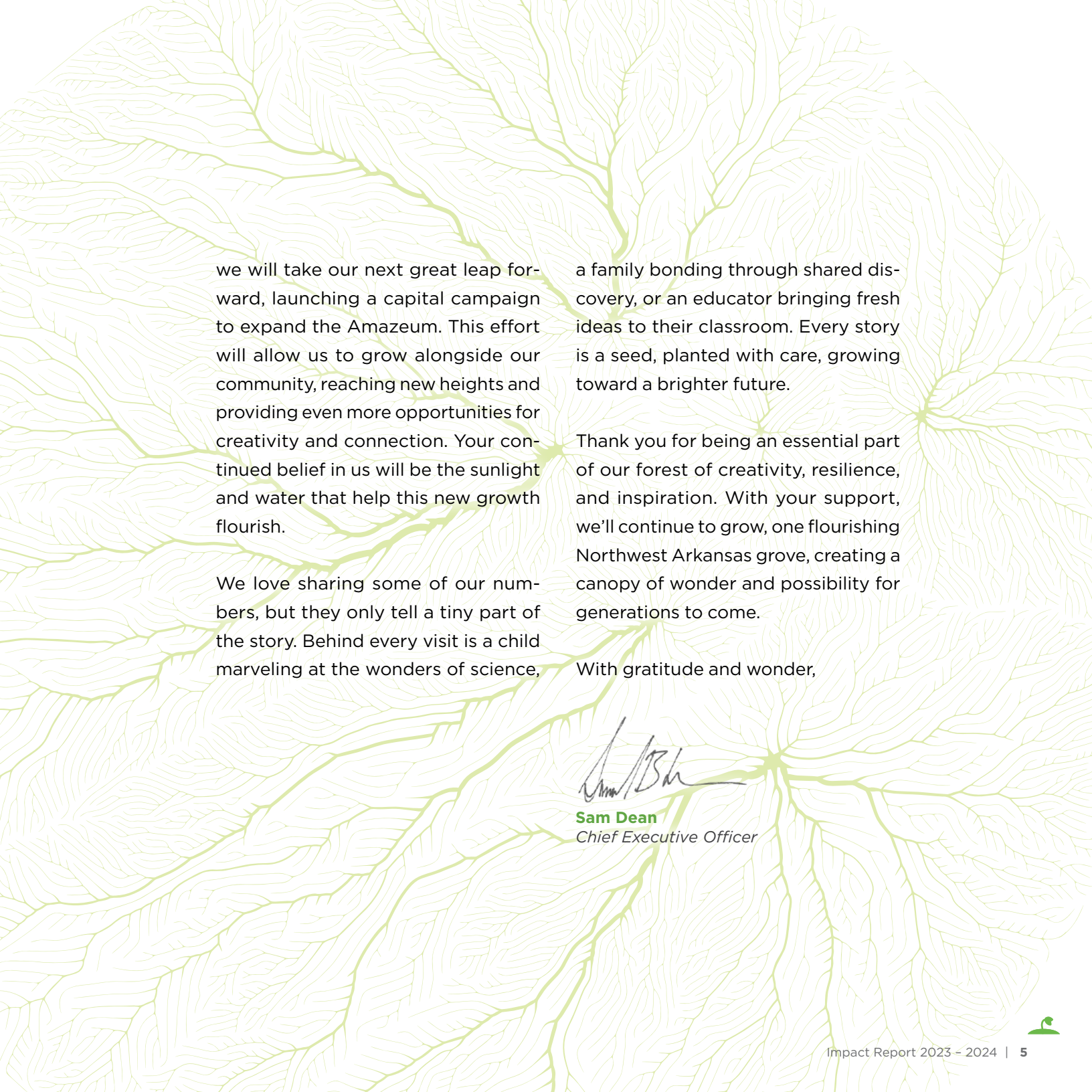
This year at the Scott Family Amazeum has been one of remarkable growth, much like a tree reaching for the sky—its roots deepening in the soil of community, its branches stretching outward to embrace new possibilities. Thanks to you, our tree has flourished, bearing fruit that nourishes minds, sparks creativity, and inspires boundless curiosity.

We welcomed over 245,000 guests this year—each a vital part of this amazing ecosystem that sustains our mission. From families exploring science and art to educators finding new inspiration, every moment of connection and discovery was made possible by your unwavering support. Together, we've hosted thousands of Unfield Trips, sensory-friendly events, and Priceless Nights, ensuring that all families can experience the wonder of the Amazeum. This amazing team

continually develops, grows, and stretches, as well - constantly cultivating an environment where learning and play thrive.

As we look to the future, we're reminded of the mighty redwood tree, whose great height and majestic crowns rely on roots that grow and entwine with their community of neighboring trees. In 2025,





we will take our next great leap forward, launching a capital campaign to expand the Amazeum. This effort will allow us to grow alongside our community, reaching new heights and providing even more opportunities for creativity and connection. Your continued belief in us will be the sunlight and water that help this new growth flourish.

We love sharing some of our numbers, but they only tell a tiny part of the story. Behind every visit is a child marveling at the wonders of science,

a family bonding through shared discovery, or an educator bringing fresh ideas to their classroom. Every story is a seed, planted with care, growing toward a brighter future.

Thank you for being an essential part of our forest of creativity, resilience, and inspiration. With your support, we'll continue to grow, one flourishing Northwest Arkansas grove, creating a canopy of wonder and possibility for generations to come.

With gratitude and wonder,



**Sam Dean**  
Chief Executive Officer

# Early Learners



At the Scott Family Amazeum, growth takes root in programs like **Little Tinkerers**, **You+Me=Play**, and **KinderPlay Camp**, where curiosity blossoms and confidence thrives.

Guided by STEAM principles, play at the Amazeum integrates science, art, and problem-solving into hands-on experiences. From shadow boxes to sticky murals, children learn by doing and playing. Research confirms that play nurtures cognitive, social-emotional, and resilience skills—true learning disguised as fun.

In one workshop, Ava discovered how to thread a needle. With

every attempt, her determination grew, transforming a guided activity into a moment of personal triumph. Another young visitor, Felicity, arrived reserved but found joy and confidence in a simple ball game. Each repetition brought her greater enthusiasm, turning play into a powerful step toward growth.

Families also grow together here. During a workshop, two families new to Northwest Arkansas bonded over shared experiences and their love of the Amazeum. A day of exploration became the start of a lasting friendship, showcasing how the Amazeum strengthens community ties.

The Amazeum team carefully constructs playful learning experiences designed to encourage growth, curiosity, and social interaction.

Every story at the Amazeum—from individual breakthroughs to newfound friendships—shows the transformative power of play. Together, we're nurturing young minds and building a creative, connected community.



# Summer Camps

The Scott Family Amazeum's summer camps have a profound impact, fostering curiosity, creativity, and personal growth. Each camp immerses children in hands-on STEAM (Science, Technology, Engineering, Art, and Mathematics) activities, encouraging exploration and discovery while building confidence that lasts a lifetime.

Every day begins with smiles, outdoor play, and energy, setting a special tone. Campers explore museum exhibits, making science and art come alive. Themed activities turn ideas into creations and challenges into opportunities.

By day's end, campers share reflections, laughs, and memories with new friends.

These camps offer transformative moments. During Medieval Madness camp, a camper who struggled with hammer and nails persisted, completing a hand-made journal with teamwork and pride. In Gadgets & Gizmos camp, siblings Garrett and Ava bonded over shared projects, fostering collaboration.

Grant, a seasoned camper, created "Bristle Bot Land," combining lights, cardboard, and

imagination. Newcomer Ryland helped peers fix circuits, growing as a leader and friend.

Amazeum camps nurture more than skills—they cultivate problem-solvers, creators, and teammates. Campers leave not just with projects but with increased confidence, curiosity, and pride in their abilities. These programs exemplify the magic of learning through play, inspiring growth and connection.





# Youth Makers



The Scott Family Amazeum's Youth Maker program supports students in grades 6-12 through workshops and mentorship, helping them develop essential making and entrepreneurship skills. The program fosters creativity and confidence, preparing participants to design, market, and sell their creations.

In 2023-2024, the program introduced youth to market research, enabling them to identify their talents and create market-ready products. From 34 applicants, 18 teens were selected for the Youth Maker Market, where they refined their skills and built a supportive maker community.

Sidney, a 13-year-old artist, overcame social anxiety through the program. "I became much more comfortable talking with strangers to sell my work," she explained. She sold her bookmarks and stickers at the market, museum store, and community events. Her mom shared, "By the end of the market, Sidney participated in a video interview—a huge accomplishment!"

Henry, a 15-year-old leather worker, honed his craft and embraced his role as an entrepreneur. "I learned how to improve my product and start selling it," he shared. With the Amazeum's support, Henry sold his leather goods in the museum store and at community events, boosting his confidence. His mom added, "He feels more confident in his craft and in interacting with customers."

As youth mentors for the 2024-2025 program, Henry and Sidney will guide new participants, sharing their experiences and inspiring others. The Youth Maker Program transforms creativity into lifelong skills, helping young makers discover their potential and connect with their community.





# Tinkerfest

Tinkerfest at the Amazeum is a festival that celebrates creativity and the hands-on spirit of innovation. This annual event offers interactive experiences for makers and tinkerers of all ages, sparking curiosity and inspiring learning.

Gavin, a senior at Bentonville High School, is a great example of Tinkerfest's impact. Last year, he volunteered at the popular car take-apart station, working with Northwest Technical Institute's (NWTI) Secondary Career Center in Springdale. He helped attendees disassemble a car, offering a close-up look at how vehicles work.

Gavin's journey started years ago when he attended Tinkerfest as a child. Captivated by the car take-apart station, he discovered a passion for mechanics. "I love that the Amazeum gives kids hands-on experiences to explore new things," Gavin shared. That early experience led him to join NWTI's high school automotive program, where he is now learning valuable skills for a career in the field.

Returning to Tinkerfest as a volunteer allowed Gavin to inspire others while showcasing the real-world application of

the skills he developed. His story illustrates how Tinkerfest fosters curiosity and opens doors to future opportunities.

Through Tinkerfest, the Amazeum connects curiosity to career pathways, empowering a new generation of makers and problem-solvers. Stories like Gavin's highlight the event's lasting impact.



# Adult Nights

Adult Night events provide a unique opportunity for adults to engage in hands-on learning and creative exploration. These carefully curated, themed events encourage experimentation, collaboration, and the rediscovery of joy through play.

Ashley Lester and Joel Ward, dedicated attendees since the program's inception, particularly value the chance to be hands-on, create items, and learn new skills. Their ongoing participation highlights the program's ability to inspire continuous learning and personal growth.



These events have a far-reaching impact, fostering innovative thinking and community connections. Many participants leave inspired, bringing newfound creativity into their personal and professional lives, aligning with the Amazeum's mission to promote lifelong learning and curiosity.

Adult Nights remain a cornerstone of the Amazeum's efforts to provide meaningful, enriching opportunities for adults.



# Curiosity Corner

The Amazeum's Museum Store, Curiosity Corner, is a vibrant hub for creativity and community. In 2024 it partnered with 28 local makers, generating over \$14,500 in earnings. These collaborations not only support local businesses but also connect guests with the creativity of Northwest Arkansas through thoughtfully curated, locally made items.

This year, Curiosity Corner was named Best Toy Store in Bentonville by the Quality Business Awards and was a finalist in three categories at the 2024 Museum Store Association Awards, winning Best Advertising or Marketing. These honors reflect its dedication to

providing experiences that inspire and connect.

Curiosity Corner's impact is best seen in stories like Lily's. During a visit to the Amazeum, Lily discovered quilling in the Tinkering Hub. Enthralled, she and her dad bought supplies from the store to continue the craft at home. Months later, Lily returned, proudly showing photos of her creations—delicate flowers and vibrant designs—and excitedly discussing new ideas with the

store team. Her dad shared, "It's amazing to see how something she discovered here has become such a big part of her life. She's

more confident, creative, and always looking for the next idea."

Curiosity Corner is more than a store—it's where makers share talents, guests find new passions, and creativity thrives. By fostering connections and celebrating local talent, it bridges moments of curiosity sparked in the museum with creative journeys that continue at home, leaving a lasting impact.





# Building Ideas

At the Scott Family Amazeum, the Creative Studio is where imagination takes shape and transforms into tangible experiences. The Amazeum's team of specialty designers collaborate with makers, artists, and craftspeople from diverse backgrounds to push the boundaries of interactive learning. The Creative Studio has become the museum's engine for invention, working within its 3,000-square-foot space to fuse science, technology, engineering, art, and math (STEAM) into unforgettable moments of exploration.

Again this year, the Creative Studio extended its reach beyond the museum walls, creating an interactive art piece for the art plaza near Crystal Bridges- *Polyflowers*. This

interactive art exhibit puts the users in the place of a landscape architect, using organic shapes made of durable materials reflecting the color palette of the surrounding area.

Whether developing exhibits for the museum or creating installations for the community, the Creative Studio is central to the Amazeum's work. It's a space where innovation and collaboration come together to create meaningful, hands-on learning experiences that reach far beyond the museum walls.



# Transforming Education

Education in Northwest Arkansas is evolving, with the Scott Family Amazeum leading efforts to empower educators with hands-on teaching strategies that inspire curiosity and lifelong learning. The Amazeum's professional learning programs help educators create hands-on, equitable, and collaborative classrooms that foster discovery. By integrating science, technology, engineering, art, and math (STEAM) with play, teachers enable students to engage deeply and develop critical problem-solving skills.

The impact is significant. Over 1,400 educators participated in Amazeum programs this year, leaving inspired to implement new approaches that transform their classrooms into vibrant hubs for curiosity-driven learning.

These efforts prepare students for the challenges of a rapidly changing world.

Educators are pivotal to shaping learning environments. Programs like the Science Integration Cohort and Making Spaces encourage collaboration, connecting educators to share strengths and perspectives, enhancing the broader community.

The program's aim is to ensure every child has access to meaningful learning and every teacher feels supported. Northwest Arkansas is becoming a model for innovative, inclusive education, driven by the Amazeum's belief in curiosity and creativity as transformative forces.



# Museum for All



Curiosity and creativity should be accessible to all children, regardless of ability, age, language, or family structure. Through thoughtful design and a commitment to inclusivity, we ensure that every visitor can experience the wonder of hands-on discovery in a way that meets their unique needs.

adjusted lighting and sound, smaller crowds, and opportunities for families to connect with one another in a supportive setting.

Year-round, the Amazeum's exhibits are designed to accommodate diverse abilities. From the quiet space of the cloud theater for breaks to hands-on activities in the Tinkering Hub and Market, each space encourages exploration and play at a pace that works for every child. Team members are trained to assist families with varying needs, ensuring that every visit is enjoyable and impactful.

By celebrating diversity in abilities, we help create a brighter future where every child can learn, play, and grow without limits.



Our sensory-friendly initiatives, including special events like Sensory-Friendly Nights, and special Unfield Trips, provide welcoming environments tailored to guests with sensory sensitivities and other diverse abilities. During these times, the Amazeum offers



# Financials

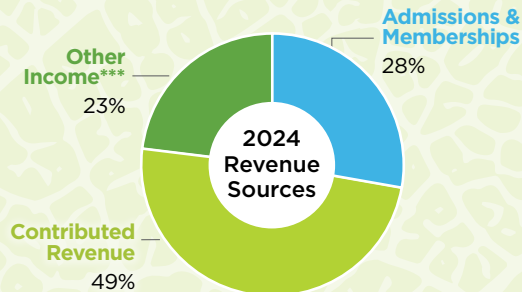
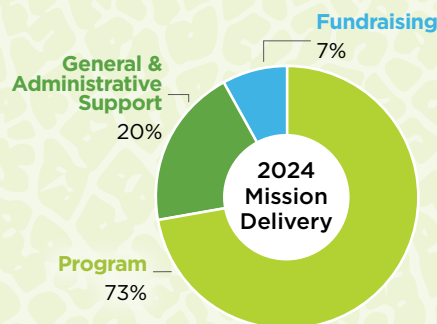
## Revenue and Support

	FY 2023	FY 2024
Admissions and Memberships	1,557,210	1,603,398
Contributions and Grants*	2,889,260	2,786,713
Net Museum Store	256,022	259,665
Special Events	300,452	411,332
Net Investment Income	253,919	635,763
Miscellaneous Income	316,640	15,107
<b>Total Revenue and Support</b>	<b>5,573,503</b>	<b>5,711,978</b>

## Expenses\*\*

Program Expenses	4,304,222	4,795,733
General and Administrative Support	1,005,638	1,300,681
Fundraising	347,029	498,528
<b>Total Expenses</b>	<b>5,656,889</b>	<b>6,594,942</b>

Change in Net Assets	(83,386)	(882,964)
<b>Net Assets, Beginning of Year</b>	<b>20,970,864</b>	<b>20,887,478</b>
<b>Net Assets, End of Year</b>	<b>20,887,478</b>	<b>20,004,514</b>



\*Excludes donor restricted funds of \$352,100 and \$15,712,598 in FY24 and FY23 respectively. Additionally, this line includes released funds from previous years of \$1,923,689 and \$691,826 in FY24 and FY23 respectively.

\*\* Excludes capital campaign expenses of \$171,162 and \$167,053 in FY24 and FY23 respectively.

\*\*\*Other income includes earned income from Curiosity Corner, birthday parties, camps, workshops, special events, facility rentals, investment income, and employee retention credit.



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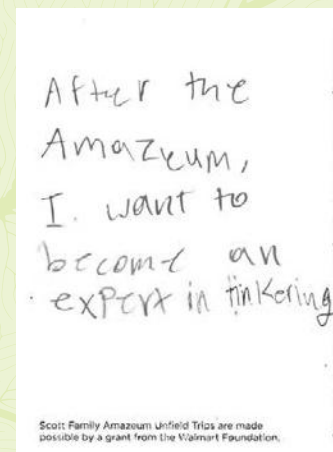
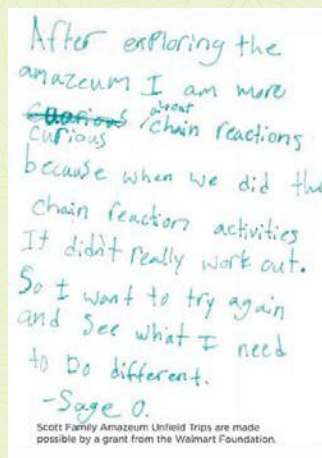
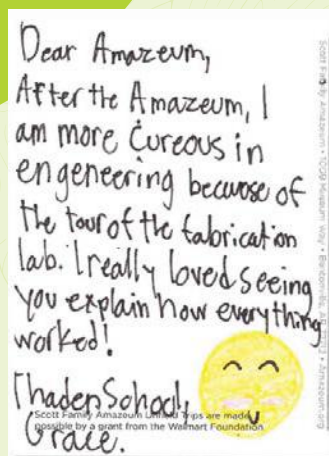
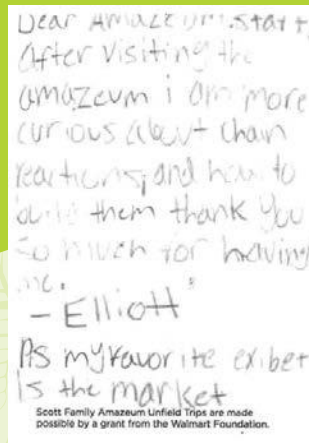
This list reflects major contributors from July 1, 2023 - June 30, 2024.





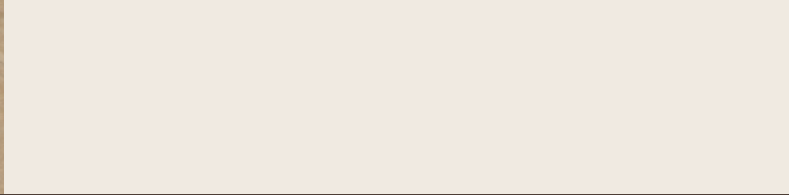
# Thank you for your support!

You helped us continue to spread the joy of curiosity and creativity throughout Northwest Arkansas and beyond.



**Write dreams you have for your community on  
this seed paper, plant it, and watch it grow!**

1. Plant it under a very thin dusting of soil. (Only 1/8 of an inch.)
2. Keep it moist during germination and ensure there is good drainage.
3. Make sure it gets plenty of sunlight! Wildflowers love the sun.



**Wildflower Seed Mix:** Grows a blend of colorful wildflowers including Bird's Eye, Clarkia, Black Eyed Susan, Sweet Alyssum, Catchfly and Snapdragon.







1009 Museum Way, Bentonville, AR 72712 | [amazeum.org](http://amazeum.org)