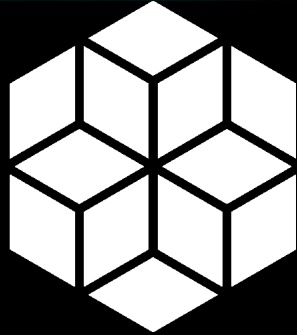




2024

YEAR IN REVIEW



MAGIC CITY
**DISCOVERY
CENTER**

Outreach & Partnerships

In 2024, we participated in numerous community outreach events and partnered with various organizations, schools, and businesses around the state.

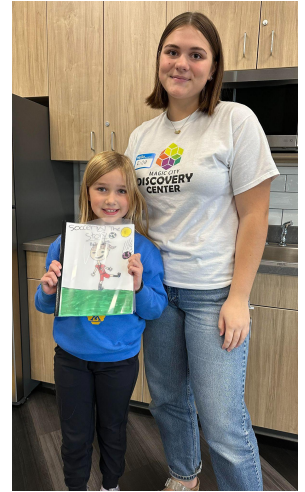
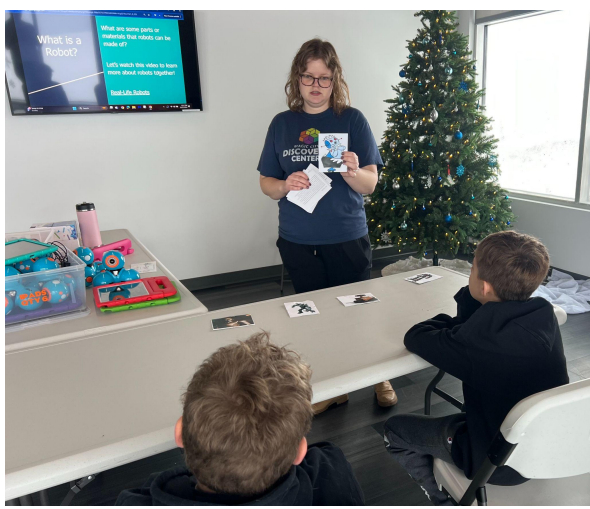
- Valentine Delivery to Assisted Living
- Minot's Day of Hope
- MACA Downtown Events
- Minot Parks Events
- Juneteenth Event
- National Night Out
- Statewide STEM Days and Expos
- 701 Day
- Girl Scouts Classes
- Minotauros Sponsorship
- Medora Tourism
- Minot Hot Tots
- North Dakota State Parade
- 811 Day at NDSF
- Trinity Staff Event
- MSU Alumni Night
- Norsk Høstfest
- Minot Chamber EDC Showcase
- Pumpkin Walk at Woodland Trail
- Four Halloween Events
- Two Women Connect Events
- Non-Profit Alliance Events
- Minot Fire Department
- Minot Air Force Base Events



Education & Programs

In 2024, we expanded our educational offerings. Our programs covered everyone from toddlers to adults. We offered free in-house programs, highlighted special days/groups/events through our activities, and created numerous STEAM classes.

- Started Feature Fridays (held 8 events)
 - Began Tiny Thinkers Program (formerly STEAM Storytime; held 17 events)
 - Continued Sensory Night (held 11 events)
 - Leap Day Activities
 - Engineers Week
 - Black History Month
 - Women's History Month
 - Robotics Week
 - World Day of Music (Drum Circle)
 - First Day of Fall (Fall Fun Day Party)
 - Election Day
 - National STEAM Day
 - Rooftop Yoga Series (Adults)
 - Crafting Through the Cold Series (Adults)
- Classes:
- Happy Hearts Art Class
 - Faith Ringgold STEAM Class
 - Chess Camp
 - Hallway Masterpieces
 - Dino Camp
 - Chopped (three varieties)
 - STEAM to the Stars Camp
 - Science and Robots Camp
 - Dala Horse Classes
 - Parent-Child Windchimes
 - Crochet Class
 - Printmaking Class
 - Spooky Science & Art
 - Ink and Imagination
 - Eric Carle Art
 - Sewing Machine Basics
 - Holiday Make and Take
 - Grinch Labs
 - Engineering Minds



Field Trips & School Partnerships

In 2024, we continued to engage with students from around the state through field trips, school visits, STEM days & expos, and STEAM Activity Fairs.

- We hosted 125 field trips, welcoming 4,500 field trip guests!
- Field Trip students visited from all around the state including MHA Nation, Stanley, Watford City, Munich, Devils Lake, Hazen, Williston, Trenton, Westhope, Harvey, Powers Lake, Dunseith, Mohall, Belcourt, Kenmare, Berthold, and more!
- We even had field trips from our neighboring states Montana and Minnesota.
- We visited 27 classrooms for hour long activity presentations.
- We held 20 STEAM activity fairs in Minot and around North Dakota.
- Educators traveled around ND including stops in Williston (several times), Dunseith, Towner, Des Lacs, Mandaree, Powers Lake, and more!
- We reached all Minot Public elementary school through either a Classroom Visit, STEAM Activity Fair, or Field Trip.



2024

ACCOMPLISHMENTS

Events, Celebrations & More!

In 2024, we began the pilot program for our venue rental space. Additionally, we held several big events in the museum. Our staff had a great year as well!

- 64 Birthday Parties
- Easter Weekend Scavenger Hunt
- Three Member Breakfasts
- MCDC 1st Birthday Celebration Wknd
- Venue Rental - In addition to our in-house classes, we hosted 20+ events in our community rooms and rooftop lobby venues including events for MAFB, API/Kelly Armstrong, Fargo CVB, business meetings/trainings, a wedding reception, a groom's dinner, an anniversary party with live band, a donor thank-you, Give360 fall meeting, a retirement party, and more!
- 2 Staff Marriages
- 1 Staff Baby
- Staff Shout-Out Board
- Staff Pumpkin Carving
- Team Bonding Bowling
- Staff Holiday Party
- Spirit Week/Dress Up Days
- Staff Pizza Lunches
- 1 staff at Tourism Conference
- 3 staff at Association of Children's Museums Conference
- 2 staff at Spark!Lab Conference



2024

ACCOMPLISHMENTS

Patrons, Memberships, Marketing

In 2024, we welcomed visitors from all over the US and Canada and gained many new museum members. Our marketing team successfully expanded our online presence, increased local exposure throughout our state, and drove more visitors to the discovery center.

- Attendance for 2024 - 65,720 guests
- Visitors from all over US & Canada
- 1040 Memberships Sold, including:
 - 354 Renewals
 - 51 Membership Upgrades
 - 92 Gift Memberships
- Began using Tik Tok social platform
- Reached 10,333 Facebook followers
- Reached 1,635 Instagram followers
- Hosted photo/video shoots for various groups including MAFB & Visit Minot
- Awarded various local grants

Marketing/Ads/Sponsorships:

- Northern Sentry
- Minot Daily News
- Visit Minot
- North Hill Bowl
- Local radio stations
- Minot International Airport
- Minotauros Games
- Facebook and Instagram
- ND Tourism Guide
- Brochures/Rack Cards
- Sponsorships for numerous school and social fundraisers, galas, community events, etc.



northern sentry Minot Air Force Base Northern Sentry
November 17, 2024 · 📍

Lots of interesting happenings around town coming up! 🎉

Check out this and more at the Northern Sentry's Community Calendar!>>> <https://buff.ly/3VhEzeX>

EVENT OF THE WEEK!

northernsentry community calendar

CHOPPED: DISCOVERY CENTER
Nov 20, 2024 2:00 - 4:00 P.M.



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