



ADLER PLANETARIUM

2017

A LOOK BACK





The Adler Planetarium—America’s First Planetarium—is more than a museum; it is a laboratory, a classroom, and a community exploring the Universe together. Each year, over 570,000 visitors experience the museum’s interactive exhibitions, live planetarium shows, hands-on, minds-on STEM programs, and world-class collections.



In 2017, our curiosity led us to many unusual places and unforgettable experiences...



ADLER PLANETARIUM

2017

AT A GLANCE



Welcomed more than
535,673
guests to the museum to-date on
pace to surpass 2016's record by 10%

As of November 6, 2017



#LookUp

More than 500,000 people experienced the historical eclipse together including a record 60,000 at *Chicago's Eclipse Fest* alone



Our community hosted more than 20 **eclipse-viewing parties** in city parks and schools

TESTIFIED BEFORE CONGRESS

on our successful public outreach and community engagement surrounding the eclipse



661



potential supernovae discovered by *Zooniverse* citizen scientists

Celebrated black women in STEM

during a historical *Hidden Figures Revealed* event and new installation in *Mission Moon*

Total number of philanthropic funds received
\$8,312,000



CHASED ECLIPSES

in our newest exhibition

Appeared in the media

2,587 TIMES

reaching a combined audience of
191 MILLION

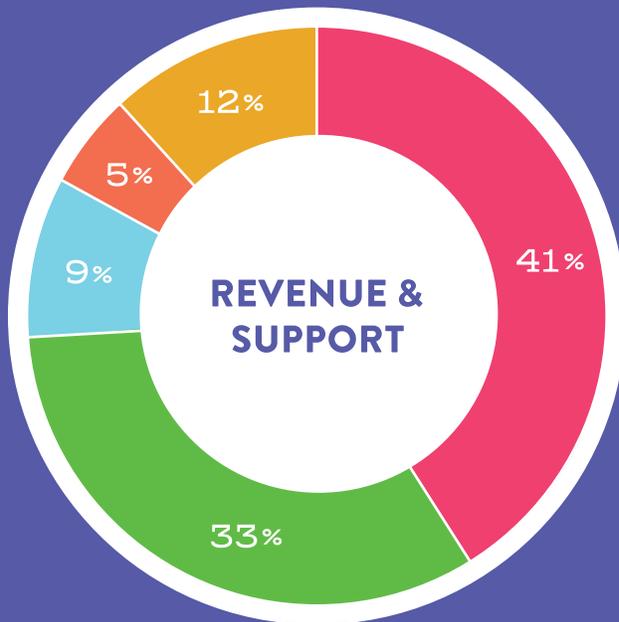
400



Teens helped build and test a sled to recover meteorite fragments

from Lake Michigan as part of *The Aquarius Project*— a Museum Campus collaboration

FINANCIAL SNAPSHOT



● CONTRIBUTIONS, MEMBERSHIPS, & FUNDRAISING EVENTS \$8,312,000

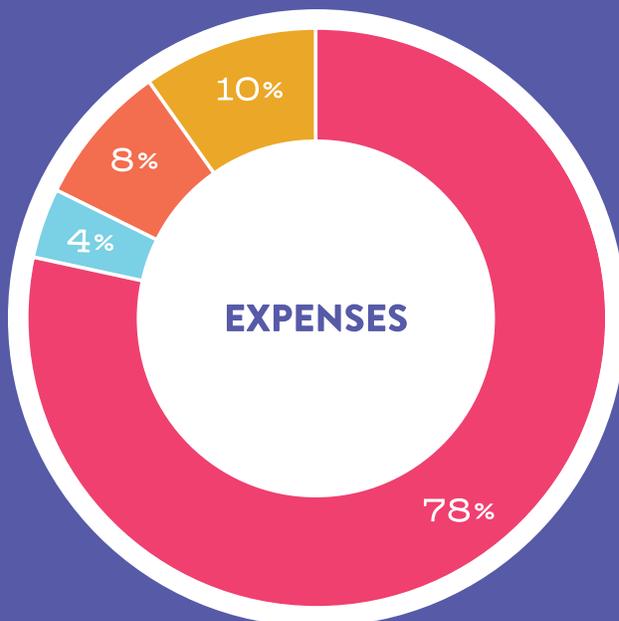
● ADMISSIONS \$6,584,000

● CHICAGO PARK DISTRICT \$1,781,000

● OTHER GOVERNMENT GRANTS \$1,081,000

● OTHER EARNED REVENUE \$2,413,000

TOTAL: \$20,171,000



● EDUCATION & PROFESSIONAL PROGRAMS \$15,151,000

● COLLECTIONS CARE & STEWARDSHIP \$677,000

● DEVELOPMENT & MARKETING \$1,582,000

● ADMINISTRATION \$1,891,000

TOTAL: \$19,301,000



THANK YOU

Like every journey, scientific exploration leads people to interesting—and sometimes unexpected—places. An engineering challenge that starts in your own backyard can propel you to the edge of the space. A blip in the sky can send you back to the beginning of time. A question about the asteroid belt can lead to the bottom of a great lake. And when you get there, you might find that your journey is far from over.

No matter where they end up, countless journeys begin at the Adler.

Thank you for making them all possible.

ADLER
PLANETARIUM

The mission of the Adler Planetarium is to inspire exploration and understanding of our Universe.