Dear Friends,

In 2017, C’mon celebrated the “Power of Five” and the fifth year of being open as a Museum. We focused on being a brain-building powerhouse fueled by STEAM (science, technology, engineering, art, and math) activities and experiences. Thankfully, we sustained minimal structural damage with only eight days of non-service as a result of Hurricane Irma. Our staff worked tirelessly to get back up and running as quickly as possible while maintaining our attention to safety.

Today we are grateful for the many ways our C’mon family continues to push forward and stretch above and beyond. Over and over we hear from grateful parents, grandparents, and caregivers. They tell us stories of their children overcoming fear and trepidation. They often tell us the children want to visit C’mon and how we keep their interest piqued with rotating and temporary exhibits. They tell us how important C’mon is to help their little ones get school-ready. You will see some of these testimonies throughout this annual report.

What is your story of C’mon? We would love to hear it and you may email it to info@cmon.org. As we write grants and make presentations to public groups, these testimonies help to bring C’mon alive to even those that have never visited.

C’mon continues to seek out opportunities to enhance our community by explaining the importance of learning through constructive play. We are finding our voice when speaking about the executive function skills and just how critical it is for our children to learn them. You are friends of the family, believe in the work we do and how we matter to a child’s life. We ask you to share your wonderful stories or invite us to share our story with your friends and organizations you touch.

This annual report highlights how C’mon continues to make a lasting impact on our children.

What does the future hold for C’mon? An exciting make space exhibit is in the works, expected to open by third quarter 2018; more traveling exhibits thanks to successful grant writing and a partnership with the Tourism Development Council; a continuance of updating long-favorite exhibits that have been “all loved up”; new ways to teach STEAM and reach out to the under-served in our community; and much, much more.

Thank you for helping C’mon be a brain-building powerhouse fueled by STEAM and Love for our children. YOU make a difference in thousands of young lives each year and your handprint is on their future.

With sincere gratitude,

Karysia Demarest    Ed Wollman
Executive Director    Board Chair
OUR STAFF AND VOLUNTEERS

C’MON BOARD OF DIRECTORS

Ed Wollman, Chair
Kim Collins, Vice-Chair/Interim Treasurer
Ted Corbin, Secretary
Mary Baron
April Garrett
Todd Gates
J. Christopher Lombardo
Rabbi Adam Miller
Thomas M. O’Neill
Dr. Brian Thornburg
Mimy von Schreiner-Valenti
Tom Wagner, Past Treasurer
Simone Lutgert, Emeritus
Allyson Loos, Emeritus

C’MON STAFF

Martha Avendano
Tami Bunnell
Hernan Bustamante
Kristi Crain
Magie D’Onofrio
Karysia Demarest, Executive Director
Danielle Desjardin
Destiny Dewitt
Carolina Diaz
Ed DoMonte
Mariela Font
Stephanie Garcia
Jaelyn Gillam
Beth Housewert
Marvin Howle
Maria Jimenez
Alene Johnson
Ann Johnston
Bianca Masone
Megan McKinney
Mary Kate Miller
Jessica Murphy
Alyssa Perez
Mary Pokorne
Heather Prescott
Briana Ravelo
Laura Richardson
Kristina Roesler
Tristan Rosal
Amy Sera
Briana Shipe-Ross
Jose Oswald Speck
Teresa Stohs
Cheyenne Varaly
Carolyn Williams
Charles Young

C’MON GUILD

Ann Griffo, President
Jason Philips, Vice-President
Ashley Hayes, Secretary
Roxanne Werner, Membership
Charley Corbett
Claudia Dal Lago
Amy Dalen-Garry
Shaun Garry
Rachel Stout

C’MON VOLUNTEERS (250+ HOURS)

Diane Cartwright
Susan Hubly
Molly Kirk
Gary Metzger
Kristine Munn
Kylene Munn
Merle Payne
Luz Sanchez-Vigil
Shayne Treuber
Richie Twiefel
ADMISSIONS AND ATTENDANCE

ADMISSIONS

General Admission 62,042  
Member Admission 51,607  
Hurricane Relief Admission 2,461  
Other Admission 6,989  

TOTAL ADMISSIONS 123,099  

PROGRAMS & EVENTS ATTENDANCE

Field Trips 5,692  
Special Events 2,512  
Workshops/Camps 1,185  
Sensory/Shelter Nights 865  

TOTAL PROGRAMS & EVENTS 10,254  

TOTAL ATTENDANCE 133,353  

“We have been members for the last five years and we love it here.”  
- Ela Radzyminska
At C’mon, play equals learning. While visitors interact with our exhibits, staff, and in classes, they are immersed in a hands-on learning environment that sparks curiosity. By using inquiry based learning techniques and open-ended questions to empower visitors to delve deeper and use their prior knowledge, our guidance is always in line with our visitors’ level of knowledge.

The combination of interactive projects, exhibit exploration, and thoughtful questioning is what makes C’mon a unique learning environment for any child and their family. Not only will they have a great time playing together, but also gain essential foundational executive function skills setting them up for success.

For example, when taking turns in the Market, impulse and emotional control are put to the test for our youngest visitors. Their hands are ripe to play and practice learning by doing, but they are also doing the hard work of building the thought processes and connections that will be essential later in life by practicing patience and body control!

As visitors grow older and practice these skills within the Museum, their play changes. The frustrations of waiting for their favorite animal in the Adopt-A-Pet clinic become the ability to redirect their play and make a choice to look at the x-rays or construct a tower in our Build It! exhibit. A student in our Homeschool classes now is able to complete a dissection and make real life connections, where they used to shy away and only observe. These are all ways that C’mon works alongside our visitors to bring learning to the forefront of all play experiences!

In 2017:

- Served over 5,600 students through education rich field trip explorations
- Visited 56 underserved classes with outreach lessons with enrichment materials for classrooms and families
- Partnered with over 45 local educational organizations
- Increased Homeschool class attendance by 35%
- Had 187 visitors participate in a summer camp favorite, Wacky Water Wednesday
- Installed 5 traveling and rotating exhibits

“As a pediatrician, I believe in providing children and families a safe environment for education and entertainment – C’mon provides both. In my medical practice, I treat each child individually. Part of the magic at the Museum is that while there, each child learns at their own pace. They can repeat tasks over and over until they master them without the timetable of traditional education.” -- Dr. Brian Thornburg
COMMUNITY IMPACT STATEMENT

We are a brain-building powerhouse fueled by STEAM.

Since opening in February 2012, over 834,500 visitors from around the world, including more than 425,800 under the age of 12, have walked through the doors at C’mon.

We promote tourism.

C’mon has drawn visitors from 50 states, 51 Florida counties and 33 countries since opening, resulting in related spending at local restaurants, hotels, and stores. During the winter months, almost 60% of our visitors come from outside Collier County, and we often operate at peak capacity during season. The Museum serves as a gateway to Naples for children and families, promoting other local area attractions.

We are a local economic engine.

The Museum, built by a local builder, represents a $25 million capital investment in Collier County and injects more than $2.3 million annually into the local economy through wages and purchases of supplies and services. C’mon provides 42 jobs for a wide-range of skills. We work with local educational institutions and other local nonprofits to offer meaningful student internships and jobs for our community.

We are a barrier breaker focused on Access for All.

All Museum facilities, exhibits and programming are accessible to visitors regardless of physical, auditory, visual, social-emotional, cognitive or financial ability. Our Access Fund program has provided over $1,000,000 in free and subsidized admissions and services for families and school groups in need. Through our Library Access Pass, anyone with a Collier or Lee County Public Library card may check out a pass for free admission to C’mon for a family of four. We provide monthly opportunities for those with sensory issues to enjoy the Museum in a more controlled environment with specially trained educators — including an Accessibility Coordinator. On and offsite Museum experiences are also offered for children who are in the local shelter systems.

We love our community.

As a private, independent, nonprofit organization with no tax subsidy C’mon earns nearly 65% of it’s annual budget. Annual fundraising needs are over $800,000. We are thankful for generous contributions from the community supporting our success in educating children.

"We’ve been to multiple kids museums all over the States and C’mon is by far the most awesome."

- Kristina Chrapkova
WHAT’S NEXT FOR C’MON?

As we look at 2018 we can’t help but be filled with excitement. After five years of play and learning, C’mon is reaching a new level. With two new traveling exhibits and our first major exhibit renovation planned, we have great opportunities in store for the community.

Big League Fun
February - May 2018
• From Spring Training to the World Series, explore the ins and outs of baseball. Exhibit activities will emphasize the science and math behind the sport, reflect national academic standards for school-age children and support developmental milestones set by the National Association for the Education of Young Children.

Future Park: Art + Technology
June - August 2018
• The exhibit is designed to encourage creative thinking, collaborative play and build an interest in technology. This hands-on, digital playground is sure to inspire the leaders, thinkers, and creators of tomorrow.

New Exhibit
2018
• Our first major renovation featuring a make space will debut in 2018. Based on STEAM, this exhibit targets tweens and teens. It is an environment where children, teens, adults and families can tinker, design, and create together. Everyday materials are used in new and exciting ways to encourage experimentation, open-ended exploration, and the belief that creativity, making a mistake, and finding solutions is a great way to learn.
## STATEMENT OF OPERATING ACTIVITY

### REVENUE

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$185,804</td>
</tr>
<tr>
<td>Special Events</td>
<td>$216,561</td>
</tr>
<tr>
<td>Admissions</td>
<td>$573,274</td>
</tr>
<tr>
<td>Grants</td>
<td>$336,069</td>
</tr>
<tr>
<td>Memberships</td>
<td>$292,862</td>
</tr>
<tr>
<td>Programs, Retail &amp; Other</td>
<td>$155,188</td>
</tr>
</tbody>
</table>

**TOTAL OPERATING REVENUE & SUPPORT** $1,759,758

### EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$1,798,773</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>$64,687</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$175,484</td>
</tr>
</tbody>
</table>

**TOTAL EXPENSES** $2,038,944

**NET DEFICIT BEFORE DEPRECIATION & INTEREST** $(279,186)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depreciation</td>
<td>$596,275</td>
</tr>
</tbody>
</table>

**TOTAL NET DEFICIT** $(875,461)

---

"C’mon is a fabulous environment for children."

- Sibyl Turner
2017 SUPPORTERS

$50,000 AND ABOVE

Collier County Convention & Visitors Bureau, Tourism Development Council
  Paul and Barbara Hills
  Joan T. Loos
  Jim and Gail McCready
Naples Children & Education Foundation, Inc.
  Founders of the Naples Winter Wine Festival
Premier Sotheby’s International Realty
  Scott and Simone Lutgert
State of Florida, Division of Cultural Affairs

$25,000 - $49,999

Anonymous
Arthrex, Inc.
  Robert and Joan Clifford
  Ralph and Shelly Stayer

$10,000 - $24,999

Association of Children’s Museums
BNY Mellon Wealth Management
Corbin Family Charitable Trust
  Ted and Lindsay Corbin
Edward T. Bedford Foundation
April Garrett
William and Martha Meyers
Naples Woman’s Club, Inc.
Russell and Tracy Scurto
Edwin and Anne Thomas
Thomas M. & Nancy H. O’Neill Foundation
Kristen Weardon
Wollman, Gehrke & Associates, P.A.
  Edward and Ellen Wollman

$5,000 - $9,999

George and Mary Baron

Beth Ann Reid Living Trust
  William W. and Beth Ann Reid
Kim and Phil Collins
Dalton Foundation, Inc.
Debbink Family Foundation
  Pete and Joan Debbink
Greenspire & Associates
  Greg and Denise Shanabarger
Matthew and Sara Jackson
The Jordan Charitable Foundation
  John and Barbara Jordan
The League Club, Inc.
  Allyson Loos
  John Loos
  James and Frances McGlothlin
  Melissa McMahon
The Parrot Bar & Grill
  Patrick and Karen Daly
Regions Bank
  Thomas and Anne Wamser
Wells Fargo Foundation

$1,000 - $4,999

The Ahuja Foundation
  Usha Ahuja
Alan and Nancy Abramson
Hyman and Phyllis Ackerman
Steve and Jane Akin
The Benevity Community Impact Fund
Theodore and Lisa Bill
Blancato Family Foundation
  Joseph and Patty Blancato
Bouteak by JM
  Henk and Jackie Morelisse
D & D Site Services
James and Karysia Demarest
Brackett and Kathleen Denniston
Werner and Sophie Dettwiler
Paul W. Enoch Jr.
2017 SUPPORTERS

Ronald and Jennifer Ferris
Florida Community Bank
Bob and Lisa Forino
Janet S. Foster
Burt and Marissa Hartington
Jake and Colby Hazewinkel
HBK CPAs & Consultants
Jerome H. and Joan H. Kuypers Family Foundation
Julie Koester
Lake Michigan Credit Union
Lilly Pulitzer
Linville Ridge Country Club
Erik and Nicola Lutgert
Thelma Lyon
S. Michael Martone
Maxine and Franz Pschibul Trusts
David and Susan McCurry
Miracles on the March
Thomas and Carol Lund
Montgomery Eye Center
Mark and Jodie Montgomery
M.R. Metzger Family Foundation
Robert Metzger
MWM Investment Consulting
Matthew and Robyn Mathias
Blake and Amy Owen
Brian and Sonya Sawyer
Keith and Cindy Schappert
Randy and Karol Smith
Solot Family Foundation
Howard and Janet Solot
Spiro & Associates
Christopher Spiro
Suncoast Credit Union
Christine and George Tamke
Temple Shalom, Inc.
Rabbi Adam Miller and Jennifer Siegal-Miller
Jeev and Julie Trika
Andrew and Roxanne Werner

$100-$999

Barbara Barker
Dr. Jason Barlock, Orthodontic Specialists of Florida
Robert and Kristen Blabey
Christopher Bright and Laura Richardson
Jarrad and Jenifer Brown
Adam and Yvonne Bourk
Garry and Tami Bunnell
Mark and Claire Callon
John and Caroline Carnuccio
Christy Carpenter
Joseph and Marcie Charles
Cruise Everything
Christopher and Connie D’Arco
Michael and Claudia Dal Lago
Phil and Ruth Davidson
Meredith Dee
Leisa DiVito
Edward and Laura DoMonte
Michael and Martine Dorobanti
Anthony Dwyer
Encore Bank
Exploritech, Inc.
Friends of Rookery Bay
Jeff Gargiulo and Valerie Boyd
Shaun and Amy Garry
Germain Lincoln of Naples
Ann Griffo
Tim and Karen Hancock
Robert and Linda Harden
Maxwell and Ceceann Harway
Charles and Ashley Hayes
Barry and Chris Holes
J. McLaughlin
Jet 1 Aviation
Scott and Bonnie Phillips
As we look at 2018 we can’t help but be filled with excitement. After five years of play and learning, C’mon is reaching a new level. With two new traveling exhibits and our first major exhibit renovation planned, we have great opportunities in store for the community.

Big League Fun
February - May 2018
• From Spring Training to the World Series, explore the ins and outs of baseball. Exhibit activities will emphasize the science and math behind the sport, reflect national academic standards for school-age children and support developmental milestones set by the National Association for the Education of Young Children.

Future Park: Art + Technology
June - August 2018
• The exhibit is designed to encourage creative thinking, collaborative play and build an interest in technology. This hands-on, digital playground is sure to inspire the leaders, thinkers, and creators of tomorrow.

New Exhibit 2018
• Our first major renovation featuring a make space will debut in 2018. Based on STEAM, this exhibit targets tweens and teens. It is an environment where children, teens, adults and families can tinker, design, and create together. Everyday materials are used in new and exciting ways to encourage experimentation, open-ended exploration, and the belief that creativity, making a mistake, and finding solutions is a great way to learn.

Shawn and Lisa Khan
The Kirch Foundation
Martin and Courtney Kurtz
Larry and Laurie Leppo
Harvey and Margo Lewis
Lucky’s Market
Stephen and Stefania Martin
Henry and Barbara McGurren
Eric and PJ Meyer
MidWest One Bank
Patricia Murphy
Bob and Catherine Napier
John Niggle and Teresa Stohs
David and Jennifer Pash
Franklin Paulson
Hunter and Mary Payne
Merle Payne
Jason and Kristin Philips
Dean and Monica Piccirillo
Chuck and Allison Rainey
Richard G. Lee Trust
Marty Martha Tonra
Marc and Joan Saperstein
Tim and Trisha Schwartz
Dennis and Cindi Scott
Michael and Phyllis Seaman
Janet Serio
Nancy Shepherd
Richard and Catherine Singleton
Chris and Rachel Stout
Kermit and Jenny Sutton
Bill and Marge Taiser
Talbots
Dr. Brian Thornburg, Thornburg Pediatrics
David and Jennifer Urness
John Valenti and Mimy von Schreiner-Valenti
Pieter and Lisa Van Dien
Waterside Shops
Josh and Sarah White
Mordechai and Michal Wiesler
C’mon is a brain-building powerhouse, accessible to all children and their families. We are an expert in immersive, experiential, self-directed and hands-on learning. C’mon provides many of the hallmarks of informal learning as project-based and inquiry-based learning, responding to individual interest and abilities, and providing personalized learning environments that inspire curiosity and fuel a passion for knowledge.

Our country is on the cusp of a quantum leap in education, where community institutions like C’mon—buoyed by a deep understanding of the research and science of children’s learning—will expand possibilities for all children. C’mon is well-positioned to advance this work and has the potential to be a pioneer, leading the way forward.