



REACH  
MUSEUM

# ANNUAL REPORT 2024





# Letter to Our Community

Sending a big and boisterous round of applause to our staff, volunteers, program partners, members, and donors of the REACH Museum and Reach Foundation for an amazing year. We celebrated our 10<sup>TH</sup> Anniversary in July 2024 and we remain invested in engaging with our community by providing dynamic programs, intriguing exhibits, and special events! This is supported by record-breaking admissions since opening in 2014, welcoming over 27,000 guests including school children, families, tourists, riverboat cruisers, and visitors from our region, as well as around the world.

2024 has been a benchmark year that saw changes in leadership on both the Richland Public Facilities District (RPFDD) and Reach Foundation boards. In July, Steve Wiley moved into the position of president on the RPFDD board, and Steve Simmons retired in December as the Reach Foundation's president after serving 12 years in various capacities. With these changes come fresh visions and a renewed commitment to ensure the continued success of the REACH Museum which weathered the COVID pandemic and has proven to be a resilient, resourceful and vital cultural asset in the Tri-Cities.

In 2019 we completed a 4-year strategic plan that identified five key pillars—Program Development, Community Engagement, Financial Independence, Sustainable Operations, and Facility Use. This year, staff completed an internal strategic plan that focused on Financial Independence—looking at how staff can generate more earned revenue for the organization. We also addressed Facility Use and have embarked on an expansion project to build a new STEAM Education Center that will provide classrooms, a learning lab, a hands-on gallery, a lamprey eel aquarium, and a space for temporary exhibits—all to help us better serve our growing community.

In my seven years as serving as executive director, I am still energized by our work to inspire learning by sharing the stories of the Mid-Columbia River Region, its people, and its impact and contributions to the world.

To all who contribute to our shared success, I can't thank you enough.



Rosanna Sharpe  
Executive Director  
REACH Museum



# Envisioned Future

In the next 5 years, the REACH Museum is a premier cultural destination that everyone visits and is a source of pride for our community, region, and state. It is an educational anchor that provides meaningful, dynamic, and engaging programs at our museum, in classrooms, and in community gathering spots. It has a vibrant, growing and diverse membership, visitorship, and donor base, and is financially sustainable.

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## MISSION

We inspire learning by sharing the stories of the Mid-Columbia River Region, its people, and its impact and contributions to the world.

## VISION

The REACH is an indispensable educational resource and premier cultural destination that serves as a gateway for understanding the natural and cultural significance of the region.

## VALUES

**Truth** *We are true to our mission.*

**Respect** *We are respectful in all our interactions.*

**Transparent** *We are transparent in and accountable for our work.*

**Responsible** *We are responsible fiscal stewards.*

**Reliable** *We are intentional, inclusive, and reliable public partners.*

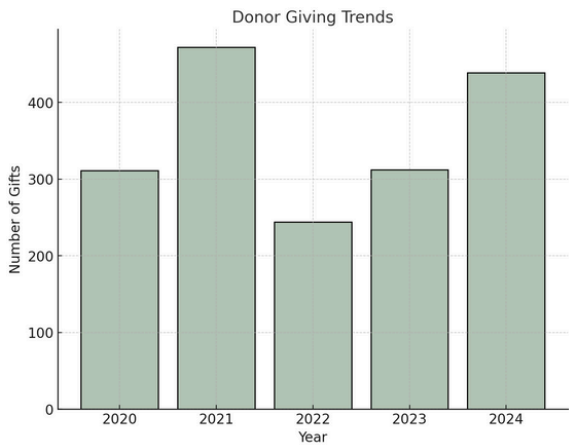
**Supportive** *We are supportive in challenging times and we celebrate our successes.*

**Joy** *We find joy and humor in our collective work.*



# Supporter Impact

The REACH Museum receives ongoing support from the City of Richland, Benton County Public Facilities District, and the Reach Foundation, along with gifts from **149** donors. These contributions fuel impactful programming, engaging exhibitions, and outreach in our community.



The Reach Foundation is a non-profit organization that supports the REACH Museum by generating funds from private philanthropy, corporate memberships, grants, fundraising events, and special campaigns. It also manages an endowment that was established by a \$1MIL gift from Battelle. Proceeds from the endowment support the Museum’s education initiatives.



## Patron Program

Reach Foundation Patrons are a distinguished group of community leaders who value the REACH Museum, believe in its mission, and wish to support its long-term success. Each Patron has a passion for education and has made a five-year financial commitment to support the Museum’s education programs that serve over 6,000 students each year.

Neutron Level: \$25,000+

John & Mary Hartman

Proton Level: \$10,000

Dan Boyd & Kathy Kindall  
Doug & Julia Hamrick  
Jerri Main

Electron Level: \$5,000

- Steve Ghan & Sharon Grant  
Pete & Jane Hedges  
Bill & Susan King  
Alan Landers  
Doug & Pam Larsen

Phil & Diane Ohl  
John Perkins  
Fred Raab & J. Daria Burch  
Bruce & Joan Schwan  
Kristeen Troyer



# Contributors

## \$100K+

Benton County Public Facilities  
District  
City of Richland  
Reach Foundation

## \$10K—\$15K

Battelle  
Bechtel National, Inc.  
Daniel Boyd  
John & Mary Hartman

## \$5K—\$9,999

Allen Brecke  
Steve & Shirley Simmons  
Ron & Judy Lerch  
Cathy Kelly

## \$1K—\$4,999

Don & Chris Barnes  
Steven Blake  
Kevin & Renee Bouchey  
Toby Bouchey  
City of Kennewick  
City of Pasco  
City of West Richland  
Foundry 10  
Barbara French-Norris  
Eric & Michele Gerber  
Ray Gerk  
Gesa Credit Union  
Steve Ghan & Sharon Grant  
Hanford Mission Integration Solutions

Douglas & Julia Hamrick  
Dale & Suzanne Heaston  
Pete & Jane Hedges  
RJ & Diane Hoch  
Bill & Susan King  
Alan Landers  
Doug & Pam Larsen  
Mike & Luann Levenson  
Jerri Main  
Ted & Tina Miller  
Phil & Diane Ohl  
Pasco-Kennewick Rotary Charitable Trust  
John Perkins  
Port of Benton

RBC Wealth Management  
Fredrick Raab & J. Daria Burch  
Roger Reynolds & Brenda Sartoris  
Edward & Liz Schneider  
Bruce & Joan Schwan  
Sandra Stanley  
Dorothea Stevens  
Tri-Cities Sunrise Rotary Club  
Kristeen Troyer  
Washington State Arts Commission  
Watts Living Trust  
Paul & Connie Williams

## UP TO \$999

American Indian Science &  
Engineering Society (AISES)  
James & Teresa Andre  
Ed Apra  
Baker Boyer  
Ben Franklin Transit  
Carl & Debbie Berkowitz  
Carl & Jane Beyer  
Mary Binder  
Deborah Bowersox  
Brad Brown  
Ken & Valerie Brutzman  
Russell & Kitty Burtner  
Carole Byrd  
Nathan Caldwell & Terri Fischer  
Ian & Abby Cameron  
Courtney Carpenter  
Ken & Cheryl Case  
Citizens Climate Education  
Cliff Clark  
Judith & Carl Connell  
Ruthanne Cortez  
John Covey & Anne Nolan  
Kathleen Criddle  
Joe Cruz  
Rosemary Detrich  
Nancy Dickeman  
Steven & Pamela Doctor

Chris & Nancy Doran  
David Erb  
Brandon Gilliland  
Ron & Summlee Grant  
Janine Hales  
Yung Harbison  
John & Gretchen Harder  
Ken & Bonnie Harris  
Patricia Hawkey  
Janet Hibbard  
Reginald & Kae Hopkins  
Janet James  
Kathy Kindall  
Terry Law  
Kristin Lerch & Alan Page  
Mike & Mary Lilga  
Leon & Marlis Lindbloom  
Jeff & Annie McCartney  
Phillip & Judith McComish  
Roger McDowell  
Amy McHugh  
Doug & Andrea McMakin  
Jeannine McShane  
Judy Mitchell  
Robert & Valerie Moffitt  
Mark Montee  
Monte & Janet Nail  
Larry & Maggi Nielsen

Sue Nutter  
Ana Olivera  
Orchard Elementary Parent  
Teacher Organization  
John & Alice Orrell  
Roger & Jennifer Ovink  
Steve Palm  
Pasco Chamber of Commerce  
Ted & Kathy Poston  
Rob & Kristi Privette  
Eric Pruenda  
Raymond & Barbara Puigh  
Paul & Renata Presby  
Robert & Carolyn Quay  
Rosie Ramirez  
Bruce & Lora Rathbone  
Peter & Jennifer Rieke  
Gerald & Maureen Ritter  
Margery Runyon  
Victoria Russell  
Henry & Nancy Sauer  
James & Katherine Schroeder  
Thomas & Gloria Seeley  
Joan Sherwood  
Edward Siciliano  
Valerie Silva  
Elsa Smith  
Bert Speak

Marc Stevenson & Virgene  
Deutsch  
Sandy Strawn  
Sustainable Tri-Cities  
Mark & Delia Takagi  
Brad & Debbie Toner  
Bell Trigg  
Frank & Rhonda Ulrich  
Javier Verduzco  
Henry & Mary Beth Walker  
Dana Ward  
Joe Westsik  
Steven & Julie Wiley  
David Wilkinson  
Roy & Victoria Wink  
Rob Wiskerchen  
Steve & Jan Wiseness

## IN-KIND

Abadan  
Colonial Lawn & Garden  
DevFuzion  
Hedges Family Estate  
Ice Harbor Brewery & Pub  
Kiona Vineyards

# Supporter Impact

## Expanding Access

Donations enabled the REACH Museum to participate in programs like Museums For All, Blue Star Museums, and the Library Pass Program, making admission free, discounted, or pay-what-you-can for **2,518** visitors.



**1,462**  
Free Tuesdays  
in July



**507**  
Library Pass  
Program



**93**  
Blue Star  
Museums



**394**  
Children ≤ 5  
Years



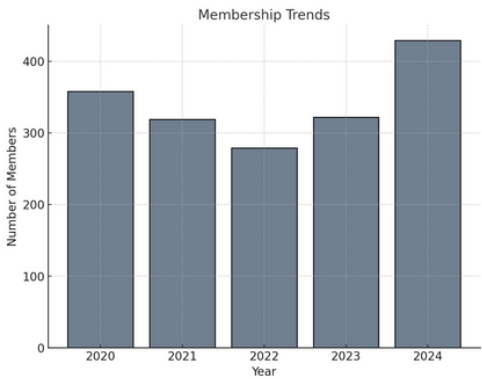
**62**  
Guest Pass

## Museum Members

REACH Museum memberships grew to **429**, continuing an upward trend since 2022 and strengthening community support for our programs and exhibits.



**429**  
Members



## Reciprocal Membership Benefits

REACH Museum members also receive reciprocal admission benefits to over 350 science centers through ASTC and more than 1,400 cultural institutions across the U.S. via NARM.



## American Cruise Lines

American Cruise Lines offers intimate, small-ship journeys through America’s waterways, and we’re proud to be a featured stop on their itinerary. Last year, we welcomed **8,225** visitors from across the nation, sharing the rich history, geology, and culture of the Mid-Columbia River region.



**8,225**  
Cruise Line





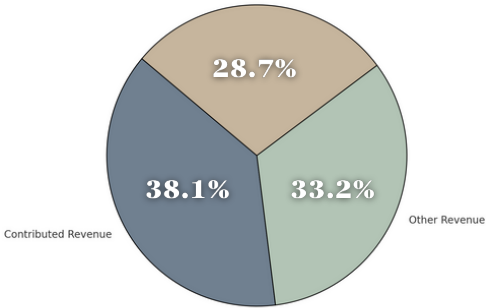
# Fiscal Year 2024

## Statement of Activities

|  |                             |                           |
|--|-----------------------------|---------------------------|
| Richland Public Facilities District<br>Financial Position<br>December 31, 2024 |                             |                           |
| ASSETS   | Total Current Assets        | \$99,128                  |
|  | Total Fixed Assets          | \$5,616,800               |
|  | Other Assets                | \$17,694                  |
|  | <b>TOTAL ASSETS</b>         | <b>\$5,733,622</b>        |
| LIABILITIES & EQUITY   | Total Current Liabilities   | \$532,097                 |
|  | Total Long-Term Liabilities | \$1,724,805               |
|  | <b>TOTAL LIABILITIES</b>    | <b>\$2,256,902</b>        |
|  | <b>TOTAL EQUITY</b>         | <b>\$3,476,720</b>        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>  |                             | <b><u>\$5,733,622</u></b> |

Revenue Breakdown

Earned Revenue



### Revenues

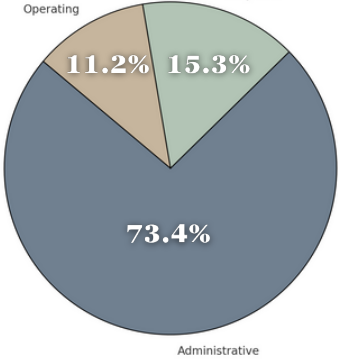
- ▶ Contributed Revenue: \$343,954
- ▶ Other Revenue: \$300,000
- ▶ Earned Revenue: \$258,866

**Total Revenues: \$902,820**

Expense Breakdown

Programs

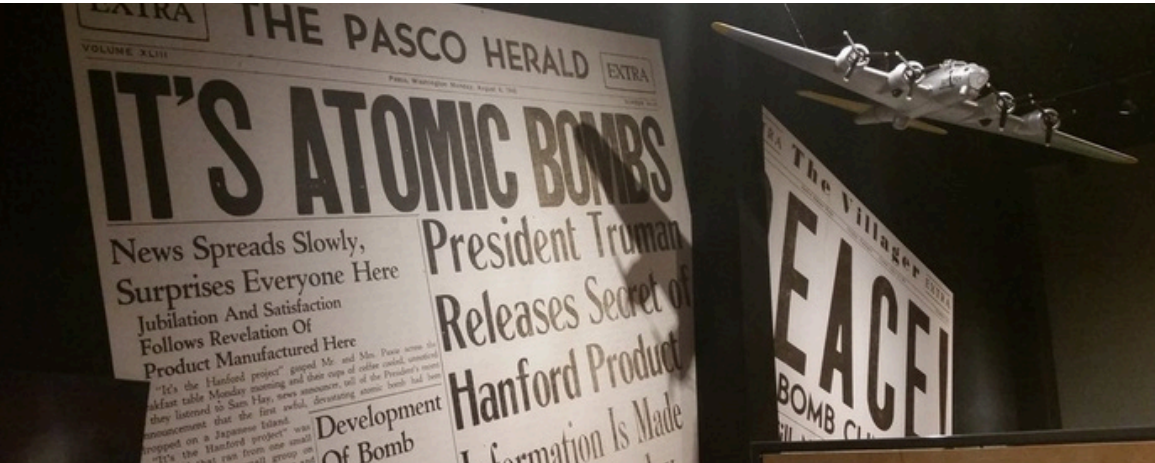
Operating



### Expenses

- ▶ Administrative: \$644,746
- ▶ Programs: \$134,720
- ▶ Operating: \$98,337

**Total Expenses: \$877,803**



## Exhibits & Signature Events

Special exhibits and annual signature events engaged visitors with the history, science, and culture of the Columbia Basin. From interactive displays to community celebrations, these programs connected audiences in meaningful ways.



### Special Exhibits

Desert Fiber Arts  
*January 9 – March 16*

Columbia Basin Chapter:  
WA State Native Plant Society  
*March 23 – June 8*

REACH Museum  
10<sup>TH</sup> Anniversary Exhibition  
*July 7 – October 26*

Crow's Shadow Institute of the Arts  
*November 2 – January 25, 2025*

Home at Hanford:  
Travel Trailer Exhibition  
*Summer 2024*

### Signature Events

Earth Day  
*April 20*

REACH Museum  
10<sup>TH</sup> Anniversary Programs  
*July*

Spuds & Suds:  
Reach Foundation Annual  
Fundraiser  
*October 24*

Screech at the REACH  
*October 25*

Drummer & Dancers:  
Native American Heritage Month  
Celebration  
*November 9*

## Event Rentals



1

Prom



6

Meetings



3

Fundraisers



7

Weddings



5

Holiday  
Parties



13

Dinners, Receptions &  
Award Ceremonies

The REACH Museum hosted **35** events, including proms, weddings, corporate meetings, fundraisers, holiday parties, receptions, and award ceremonies. Our versatile spaces and scenic setting provided a unique backdrop for each gathering.



## Program Partners

The REACH Museum collaborated with a diverse network of program partners to deliver high-quality education programs to students in our community.

Ben Franklin Transit  
Benton Conservation District  
Bug Guru  
Citizen's Climate Education  
Crow's Shadow Institute of the Arts  
Desert Fiber Arts  
Education Service District 123  
Friends of Mid-Columbia River Wildlife Refuges  
Lakeside Gem & Mineral Club  
League of Women Voters  
LIGO Hanford  
Manhattan Project National Historical Park  
Master Gardeners  
MCBONES/Coyote Canyon Mammoth Dig  
Mid-Columbia Children's Museum  
Northwest Public Broadcasting  
Pacific Northwest National Laboratory  
Pasco Aviation Museum  
SILAS Education  
Sustainable Tri-Cities  
Tapteal Greenway  
The River Mile  
Tri-City Area Gaming

Tri-City Astronomy Club  
U.S. Fish and Wildlife Service, Central Washington National Wildlife Refuge Complex  
Umatilla National Forest  
Urban Poets Society  
WA Department of Ecology  
WA State Native Plant Society, Columbia Basin Chapter  
Yakama Nation Fisheries



**3,725 Students**

Museum Field Trips



**1,572 Students**

Classroom Programs

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## Volunteers

Volunteers dedicated **845** hours to support tours, events, school field trips, and education programs, helping create meaningful experiences for visitors of all ages.

Deb Berg  
Christopher Blair  
Ron Buckland  
Erin Daughtery  
Dave Earp  
Doug Hamrick  
Julia Hamrick  
Yung Harbison  
Jan James

Gordon Johnson  
Jennifer Keller  
Don Kenning  
Kathleen King  
Destiny Kuespert  
Jerri Main  
Maysi Marvin  
Lilly Miller  
Don Mohr

Margery Runyon  
William Suitt  
Matthew Watrous  
Cathleen Williams  
Kirk Williamson



**845**

Volunteer  
Hours

# Leadership & Team

The REACH Museum operates with the support of the Richland Public Facilities District Board, REACH Foundation Board, and dedicated museum staff, working together to fulfill our mission and serve the community.

## **Richland Public Facilities District Board**

Steve Wiley, President

Doug McMakin, Vice-President

Ted Miller, Secretary/Treasurer

Evan Rosenberg

Michael Wiemers

Jhoanna Jones, City of Richland Councilmember and Liaison

Dan Boyd, Reach Foundation Vice-President and Liaison

## **Reach Foundation Board**

Steven Simmons, President

Dan Boyd, Vice-President

Bill Dunwoody, Treasurer

Alan Landers, Secretary

Cliff Clark

Pam Larson

Kristin Lerch

Bill King

Roger Reynolds

Rosanna Sharpe (ex-officio, non-voting)

Dana Ward

Steve Wisness

## **REACH Museum Staff**

Rosanna Sharpe, Executive Director

Katie Colleran, Event Rental Coordinator

Andrea Constance, Educator

Martin Flores, Facility Manager

Sherri Fluaite, Finance Manager

Dianna Millsap, Operations Manager

Dave Monk, Maintenance Assistant

Britania Moreno, Visitor Services Coordinator

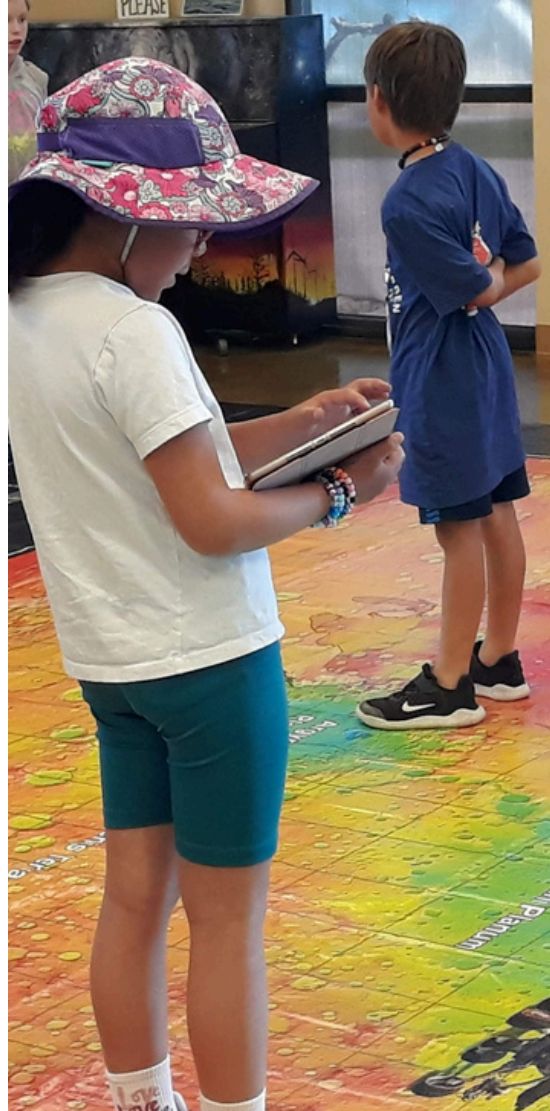
Lisa Muniz, Janitor

Erin O'Brien, Educator

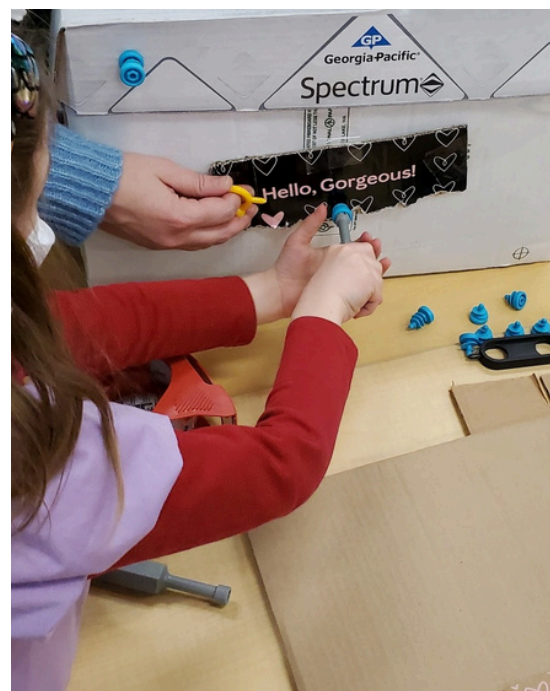
Pauline Schafer, Education Manager







**Thank you for  
supporting the  
REACH Museum.**





visittheREACH.us

1943 Columbia Park Trail  
Richland, WA 99352  
509.943.4100

