



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 10TH 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 (RPF) and Reach Foundation boards. In July, Steve Wiley moved into the position of president on the RPF 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.

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.*

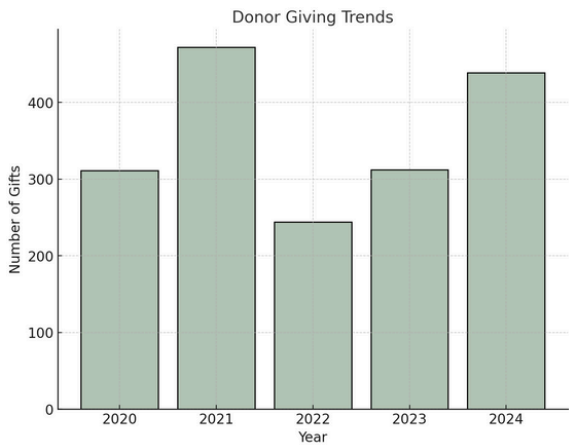
Supportive *We are supportive in challenging times and we celebrate our successes.*

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 | Phil & Diane Ohl |
| Pete & Jane Hedges | John Perkins |
| Bill & Susan King | Fred Raab & J. Daria Burch |
| Alan Landers | Bruce & Joan Schwan |
| Doug & Pam Larsen | 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 Bouchee
Toby Bouchee
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



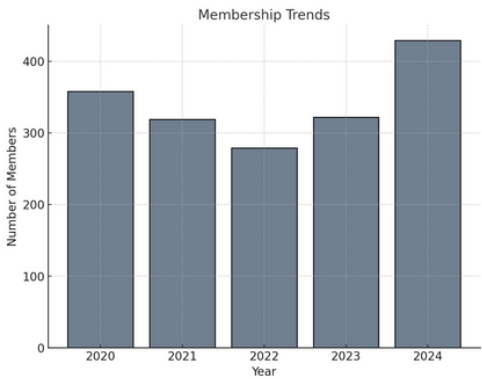
62
Guest Pass

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.



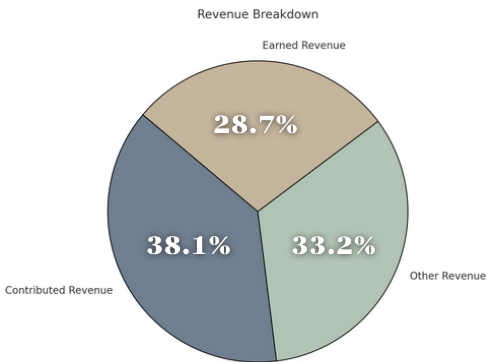
8,225
Cruise Line



Fiscal Year 2024

Statement of Activities

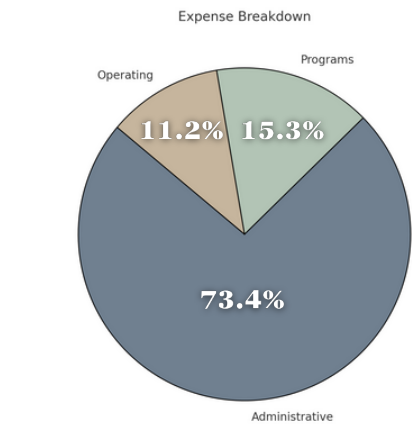
Richland Public Facilities District Financial Position December 31, 2024		
ASSETS	Total Current Assets	\$99,128
	Total Fixed Assets	\$5,616,800
	Other Assets	\$17,694
	TOTAL ASSETS	\$5,733,622
LIABILITIES & EQUITY	Total Current Liabilities	\$532,097
	Total Long-Term Liabilities	\$1,724,805
	TOTAL LIABILITIES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



Revenues

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

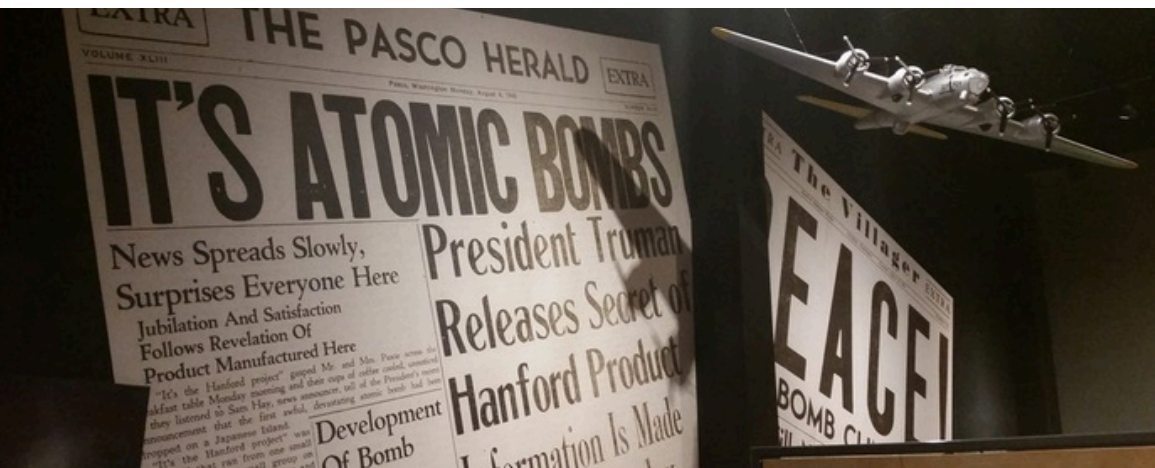
Total Revenues: \$902,820



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
10TH Anniversary Exhibition
July 7 – October 26

Crow's Shadow Institute of the Arts
November 2, 2024 – January 25, 2025

Home at Hanford:
Travel Trailer Exhibition
Summer 2024

Signature Events

Earth Day
April 20

REACH Museum
10TH 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

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

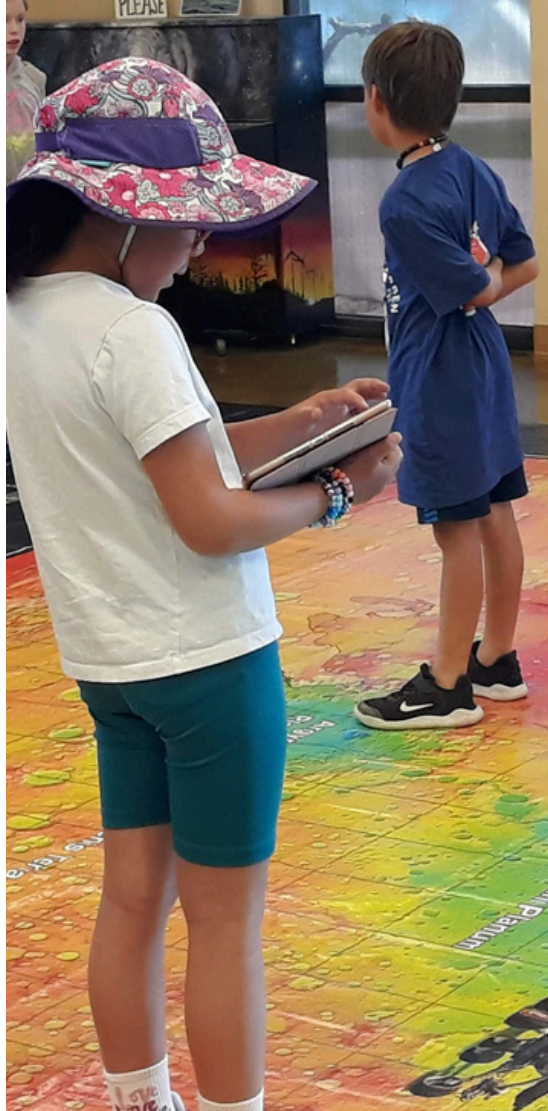
Britania Moreno, Visitor Services Coordinator

Lisa Muniz, Janitor

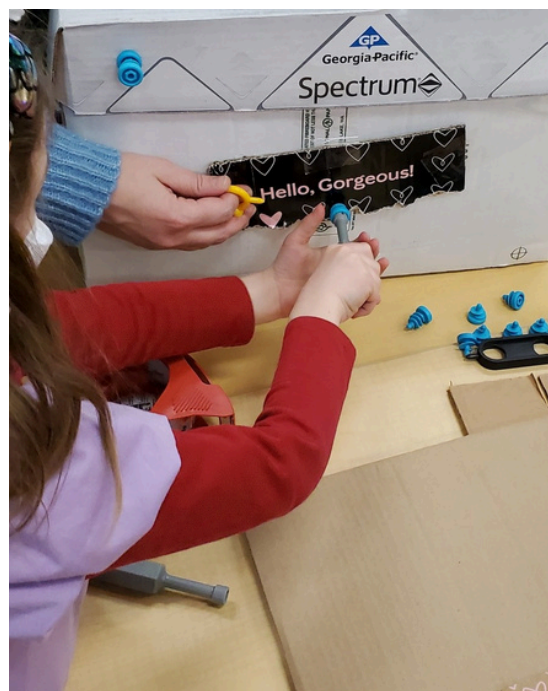
Erin O'Brien, Educator

Pauline Schafer, Education Manager





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



visittheREACH.us

1943 Columbia Park Trail
Richland, WA 99352
509.943.4100

