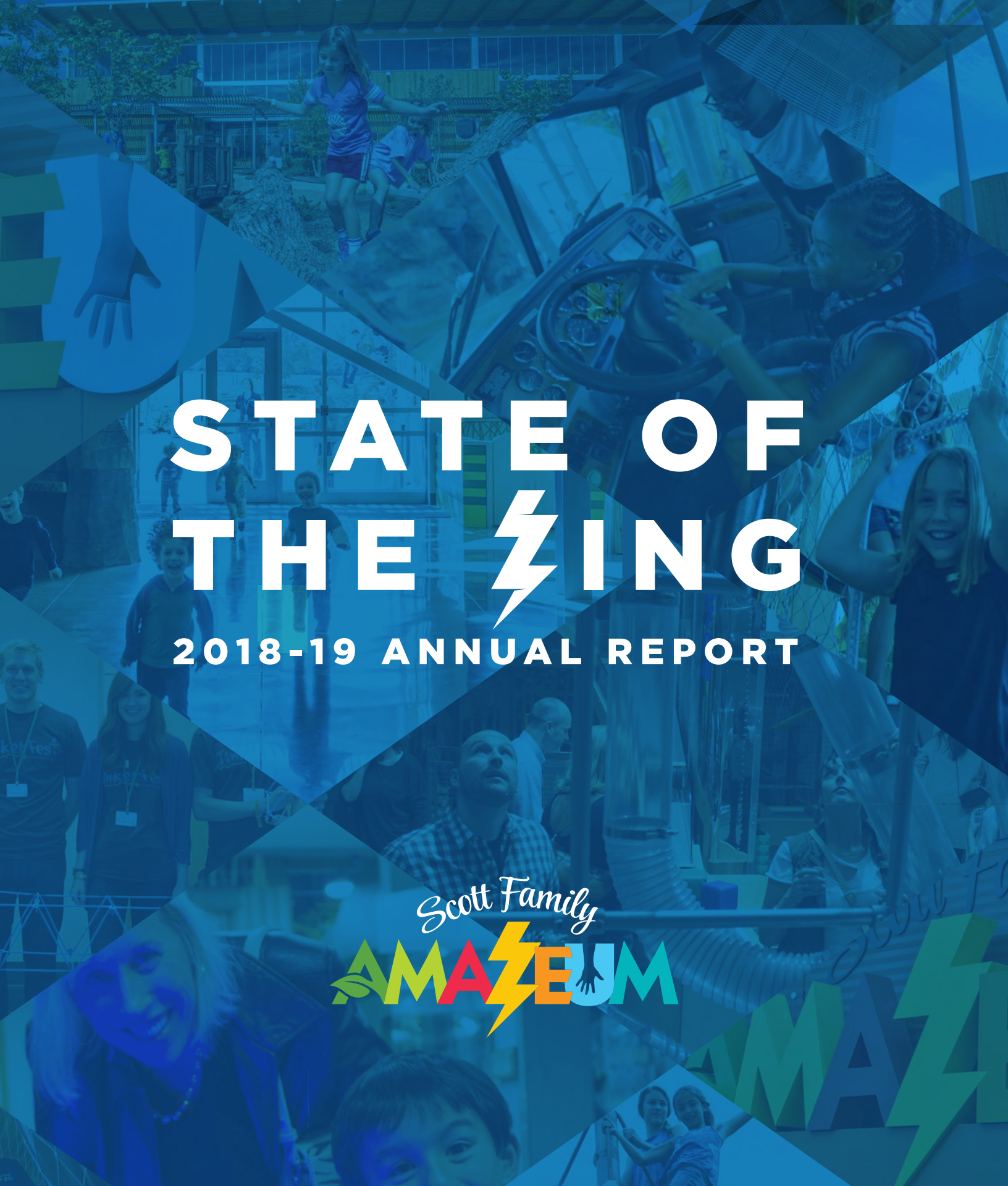




STATE OF THE ZING

2018-19 ANNUAL REPORT

Scott Family




ABOUT THE ZING

Like a moment of discovery, the power of curiosity, the spark of wonder, and the impact of learning, the Amazeum Zing represents the “a-ha moments” that are central to the mission of the Scott Family Amazeum to provide meaningful, integrated, interactive learning experiences in science, technology, engineering, art, and math.

STATE OF THE ING 2018-2019

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**AMAZEUM BY
THE NUMBERS**

Look for this icon to see
Amazeum facts and figures.

Dear Amazingly Creative Community,

We have literally a million stories to tell after our fourth year of creating impactful moments, memories, and meaningful connections throughout Northwest Arkansas and beyond. In April, we welcomed our 1,000,000th guest to the museum, a little more than four years ahead of schedule.

We've seen wonderful "a-ha" moments of clarity when discovery became understanding. We've connected with schools, nonprofits, businesses, and community leaders to influence and champion innovation in education, inclusion, and infusion of creativity in the community. We've collected countless compelling stories from families, adults, and children of all ages as they interact with unique, STEAM-based experiences at the museum, or public art pieces in the community conceived, designed,

and built in our workshop then woven into the cultural fabric of Northwest Arkansas.

With a million stories to share from our interactions with, and impact on, a curious and creative community, we chose the stories in this annual report to represent our mission, values, and commitment to making every day amazing for Northwest Arkansas.

A vibrant museum experience is critical to continued success in developing an understanding of how science, technology, engineering, art, and math integrate into all aspects of daily life. Creating interactive, hands-on experiences on the museum floor that engender big, juicy questions about the world around us is key to building understanding and influencing

thought about finding solutions and inspiring the next generation of "solutioneers." Our teams of program educators, play facilitators, tinkerers, and early learner specialists collaborate to make our experiences relevant, real, and representative of the world outside the museum's walls.

Expanding access to deep, rich learning experiences for the youngest members of our community is key to building curiosity that lasts a lifetime. In debuting Studio Grow, our new exhibit space for learners six and younger and their families, children purposefully play and are supported in developing an innovative mindset. More importantly, parents and caregivers come together as a diverse network of support for young learners and each other. Studio Grow is a commitment to continue to find new ways to support our families with the youngest of children, and one we're excited to see evolve as we test ideas over the coming years.

The impact of the Amazeum's mission is seen outside the museum's walls as educational programming and professional development for educators connect schools and districts in a network that enhances the educational experience for thousands of students each day. The movement to integrate STEAM into curriculum through making and tinkering activities gains momentum as evidence of increased student engagement, problem-solving abilities, and critical skills for future-readiness mounts.

What began as a program to collaborate with diversely creative individuals in the Amazeum shop



Community Leaders at the *Rainbow Springs* Installation

“Expanding access to deep, rich learning experiences for the youngest members of our community is key to building curiosity that lasts a lifetime.”

spilled out into the community in the form of public art, further establishing the museum as a reservoir of creative ideas. Already a creative studio with expertise in building interactive experiences, the Maker in Residence program infused the shop with opportunities

to experiment, learn, and play with ideas that ultimately lead to interactive art installations in the community.

All that in a year. And these are just a few examples of how the Scott Family Amazeum is supporting, developing, and enhancing a curious, creative community that is expanding throughout Northwest Arkansas and beyond. With a million stories, memories, and moments collected, we're excited to take our experiences, diverse partnerships, and active approach to learning and envision what we will co-create with

our next million guests – even the sky isn't the limit on what we can all do, if we do it together.

Stay Creative, Be Curious, and Stay Tuned —



Sam Dean
Executive Director



Ken Mantel
President, Board of Directors



AMAZEUM BY THE NUMBERS

268,564 Guests Visited the Amazeum in 2018-19
Guests from **48** States, Puerto Rico & the Virgin Islands
17,000 More Guests than in 2017-18

The Amazeum exists to spark and nurture the curious and creative spirit in all of us. This approach helps develop the innovative thinking needed to build strong communities and meet 21st century challenges.



ACTIVE & VIBRANT MUSEUM

Play Facilitators Turn Passion into “Pop-Up” Experiences

Passion, curiosity, and a great collaborator lead to some cool ideas. And, at the Amazeum, cool ideas often become “pop-up” experiences that spring up across the museum for guests of all ages to discover.

Frequent guests to the Amazeum encounter these new interactive experiences in science, technology, engineering, art, and math (STEAM) both inside and outside the museum. The pop-up activities show up frequently throughout the day on the museum floor and outside on the Outdoor PlayScape and explore a concept in depth with the support of a Play Facilitator. Unlike the museum’s permanent experiences — for example General Mills Lift, Load and Haul, Nickelodeon PlayLab, and Hershey’s Lab — pop-ups are dreamed-up, designed, and built by members of the Amazeum team.

“It’s very hands-on, and you have to be ready to answer questions, and with this pop-up, there were a lot of questions.”

**– Michelle Ambrose,
Play Facilitator**

Leading an ice-themed pop-up on a particularly cold day, Play Facilitator Michelle Ambrose decided to introduce ice from the pond in the Outdoor Playscape. She added naturally forming ice to incorporate some natural elements, like leaves and dirt, into the experience. Michelle, a life-long proponent of clean water, thought: “What if we thought of a way to filter water?”

This spark of inspiration led to a collaboration with fellow Play Facilitator Nikkie Schmeisser that

resulted in the Build a Filter pop-up experience designed for early and lifelong learners to experiment with water purification.

Build a Filter explores four concepts: engineering, aeration, coagulation, and sedimentation providing guests with an opportunity to ask big questions and find creative solutions. “They can put anything they wanted in it. We actually had activated carbon, which is sort of the secret ingredient in water filters,”

Nikkie says. For the Early Childhood pop-up, they came up with a strainer that children layer materials in to see the effect on the water. “They made a connection.”

Not only did Build a Filter have to be kept out longer than one hour, but it also required two play facilitators to support



learning at different levels. This also provided an enhanced experience for guests who could easily see the progression and outcomes of those experimenting around them.

“Environmental education is important for us, it’s important for our children. Our children are our future. These kids need to have those seeds planted to better the planet that we have left them,” Michelle says.

Nikkie would love if this pop-up helped kids find a passion for STEAM education. “It’s very important for kids to know that STEAM is also something you can have talent in. Those kids can say, ‘I’m good at this!’ Makes me feel good to know that I can help a child understand that being good at science or engineering is awesome,” Nikkie says.

“[It] makes me feel good to know that I can help a child understand that being good at science or engineering is awesome.”

**– Nikkie Schmeisser,
Play Facilitator**



AMAZEUM BY THE NUMBERS

49 Pop-Up Activities

31 Activities Created by **22** People

11 Zinglits Created by **9** People

2,800 Total Pop-Up Experiences



ACCESSIBILITY

Studio Grow Lets Early Learners Explore STEAM Play

Early access to high-quality learning opportunities for young learners is one of the key components of future educational success. When families engage with relevant, robust learning experiences, children begin developing inquiry and critical thinking skills needed in a complex world. Creating greater access for early learners and their families to interactive experiences in STEAM is the rationale for Studio Grow, a new exhibit space designed for children ages six and younger.

Studio Grow, sponsored by Pampers, grew from a collaboration between the Amazeum and Pampers that improves access to deep learning experiences by expanding the Amazeum's hands-on, developmentally appropriate early learner programming. Before Studio Grow, early learner programming occurred weekly. With the addition of Studio Grow, age-appropriate Partners in Play programs are offered every weekday the museum is open.

“Early childhood is the time when children develop and practice habits of curiosity, creativity, and innovation that they carry with them throughout life.”

**– Mindy Porter,
Amazeum Director of Education**

Studio Grow is not only a space for facilitated programming, but also an exhibit space open during museum hours for families to play together. Children need multiple exposures to an activity to allow for experimentation, questioning, and learning. After they play, they think about it until their next experience, and unlimited access to Studio Grow provides an important scaffold for learning.

“Over the last four years, we’ve learned so much about what families enjoy here at the Amazeum,” says Marie Burkhauser, an early learner specialist. “Parents want to be with all their children and love the idea that there’s a dedicated space in the Amazeum for kids ages six and younger.”

Studio Grow provides opportunity for older siblings to become role models as “play scholars” supporting their younger siblings’ learning through play. At the same time, parents and grandparents can be playing along with infants, toddlers, and pre-school aged children, or observing their children investigating, discovering, and creating new understandings of their world.

“There’s freedom in this space that’s safe,” says Marie. In Studio Grow, early learners freely explore the experiences. Families intuitively figure out what to do, which often results in creative uses for the activities and

materials. “Children are driven by their own curiosity because they are born scientists,” says Marie. “They look like they’re just playing, but they’re engaging in STEAM through exploring their interests.”

“We give parents the reasons behind the play activities,” continues Marie. “We do an adult learning component. We give them permission to play. Parents and caregivers often feel like they have

to be serious about parenting and teaching, but it’s important to just play with the child.”

“Early childhood is the time when children develop and practice habits of curiosity, creativity, and innovation that they carry with them throughout life,” says Mindy Porter, Amazeum director of education. Programs in Studio Grow not only provide children with opportunities to learn, but also support caregivers. “Our programs equip adults with strategies to cultivate these habits in children, and offer a place for caregivers to convene as a community in support of early childhood education.”

“We give parents the reasons behind the play activities.”

– Marie Burkhauser



AMAZEUM BY THE NUMBERS

3,423 Early Learners Attended Programs
1,985 Guests of all Ages Participated in
80 Camps and Workshops

MUSEUM ANYWHERE

The Scott Family Amazeum receives hundreds of requests to bring Amazeum-style experiences to diverse communities across Northwest Arkansas each year. Each activation — whether during a school STEAM Family Night, at a local library, or as part of an area festival — expands the influence of the museum’s unique brand of playful learning through hands-on exploration and discovery, promoting a better understanding of how STEAM integrates in the world in which we all live.

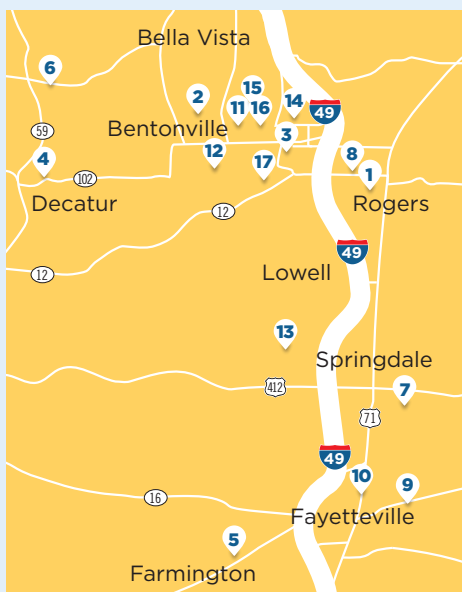
These high-quality, deep learning experiences — or activations — not only expose new audiences to the Amazeum and provide an opportunity to learn about the museum’s mission, vision, and programs, they tell the Amazeum team about what the community desires from the museum as a cultural institution working to enhance the quality of life for the region’s increasingly diverse population.

Longtime residents and newcomers frequent social and cultural events as a means of discovering ways their families can connect deeply with the community. Engaging with people in authentic environments supports our goal of creating a curious, creative community inside and outside of the Amazeum.

Forty-nine offsite activations in Northwest Arkansas and surrounding states brought Amazeum-style creative learning experiences to 7,458 people.

MAKING SPACES SCHOOLS

The Amazeum is proud to be a regional hub of the Making Spaces: Expanding Maker Education Across the Nation program.



- | | |
|--------------------------------------|---------------------------------------|
| 1 Arkansas Arts Academy | 10 New School |
| 2 Centerton Gamble Elementary School | 11 Old High Middle School |
| 3 Creekside Middle School | 12 Osage Creek Elementary School |
| 4 Decatur Middle School | 13 Shaw Elementary School |
| 5 Folsom Elementary School | 14 Thaden School |
| 6 Gravette Upper Elementary | 15 Thomas Jefferson Elementary School |
| 7 J.O. Kelly Middle School | 16 Washington Junior High School |
| 8 Lingle Middle School | 17 Willowbrook Elementary School |
| 9 McNair Middle School | |

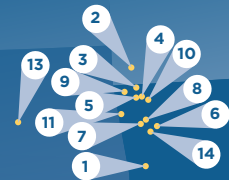


17 total making spaces schools in the region
6 new schools added in 2019
150 regional teachers

49 ENGAGEMENTS REACH DIVERSE COMMUNITIES

Location	Event
Botanical Gardens of the Ozarks – Fayetteville	Firefly Fling
University of Arkansas – Fayetteville	4-H Leadership
Siloam Springs Public Library – Siloam Springs	Summer Reading Program Kick-off
Shiloh Square Pavilion - Springdale	Downtown Springdale Farmers' Market
Bentonville High School – Bentonville	Family Strong
Crystal Bridges Museum of American Art	Light Night
Crystal Bridges Museum of American Art	Tween Night
John Q. Hammons Center – Rogers	Education Innovation Summit
Creekside Middle School - Bentonville	SPICE Night
Bentonville Farmers Market – Bentonville	Farmers' Market
Pauline Whitaker Center – Fayetteville	Biennial Insect Festival
Arvest Ballpark – Springdale	Down Syndrome Inclusion Walk
McNair Middle School – Fayetteville	STEAM Extreme Family Night
Buttered Biscuit – Bentonville	Solar Powered Barbeque
Main Street – Bentonville	Open Streets
Gravette	Cub Scout Fall Adventure Campout
Shiloh Square – Springdale	ArkansSalsa
TASC Neighborhood – Springdale	Build the Block Party
Crystal Bridges Museum of American Art	Family Access Night
University of Arkansas – Fayetteville	Women in STEM Camp
Crystal Bridges Museum of American Art	Art in Space
Folsom Elementary School – Farmington	STEAM Family Night
Grace Point Church – Bentonville	Pre-School Learning
Crystal Bridges Museum of American Art	One District, One Book
Thomas Jefferson Elementary – Bentonville	STEAM Night
Westside Elementary – Rogers	Career Fair
Downtown Bentonville – Bentonville	First Friday
Arvest Ball Park – Springdale	Family Day
Anderson Elementary – Anderson, MO	Science Night
Tennie Russell Primary School – Bentonville	Parent Connection
AhHa Tulsa – Tulsa, OK	Tnkerfest
Macaroni Kids – Fayetteville	Summer Camp Festival
Jones Center – Springdale	NWA TechFest
Elm Tree Elementary – Bentonville	Family STEM Night
Sonora Elementary – Springdale	STEM Night
Lifestyles, Inc. – Fayetteville	Adult Education Event
Allen Elementary – Siloam Springs	Camp Siloam
TASC – Springdale	Build the Block
Arvest Ballpark - Springdale	Family Day
Barker Middle School – Bentonville	6th Grade Send-Off
Cross Church – Rogers	Early Childhood Education
Farmington Public Library – Farmington	Summer Reading Party
Bentonville Public Library – Bentonville	Summer Reading Kickoff
West Fork Public Library – West Fork	Summer Reading Kickoff
Bella Vista Public Library – Bella Vista	Summer Reading Kickoff
Bike Trails – Fayetteville	Trail Mix
Allied Cycle – Bentonville	Grand Opening
Springdale Public Library – Springdale	Summer Reading Kickoff
Elkins Public Library - Elkins	Summer Reading Kickoff

**49 engagements
in 14 cities and
towns reached
7,458 people**



- 1 Alma, Arkansas
- 2 Anderson, Missouri
- 3 Bella Vista, Arkansas
- 4 Bentonville, Arkansas
- 5 Centerton, Arkansas
- 6 Elkins, Arkansas
- 7 Farmington, Arkansas
- 8 Fayetteville, Arkansas
- 9 Gravette, Arkansas
- 10 Rogers, Arkansas
- 11 Siloam Springs, Arkansas
- 12 Springdale, Arkansas
- 13 Tulsa, Oklahoma
- 14 West Fork, Arkansas





EDUCATION INNOVATION

Building a Maker Mindset in the Classroom

School visits to the Scott Family Amazeum often result in stories of impact written by learners. Some write how they understand STEAM better, others hint to a future career, and many ask questions (honestly, those are our favorites). Likewise, educators communicate a better understanding of how to integrate STEAM into curriculum, excite students about STEAM fields, and, yes, ask questions.

Inspirational and aspirational, these stories of impact on students and educators are evidence of the Amazeum's commitment and intentionality in building sustainable relationships with diversely creative communities of learners.

Carlene Yell, an administrator at Maryetta School District in Eastern Oklahoma, drew inspiration from a family visit to the Amazeum. With the help of Mindy Porter, Sarah Weeden and Jason Quail, she decided to create an Amazeum-style educational experience for the 700 K-8 pupils in Maryetta, where 80% of the student population is Native American, and a similar percentage qualifies for Free and Reduced Lunch.

“Our kids needed this. The one thing about Native American students, they are not sit and get, they’re not test driven.”

**– Carlene Yell,
Administrator, Maryetta
School District**

“I did my research, came to the Amazeum and the more I talked to these guys and the more I saw, I became convinced that I had to bring this to Maryetta,” says Carlene. Her aspirations greater than just the school, she envisioned providing the community opportunities for creative learning experiences. “There are a lot of families in rural areas who don’t get a chance to travel out of their area,”

continues Carlene. “So, we’ve got to bring these experiences to our school.”

Carlene secured a three-year grant to mirror the making and tinkering experiences at the Amazeum in Maryetta Schools and build a makerspace modeled on the 3M Tinkering Hub. She intentionally included literacy. “We call it a Makerspace Lit Lab,” says Carlene. “We took the concept of process

over product we learned at the Amazeum and used that to develop our makerspace.”

An Amazeum experience is more than the place, it’s the people. Carlene recognized that ongoing support from the Amazeum

is integral to sustaining the makerspace and a culture of experiential learning in Maryetta. She secured the relationship by including funding for professional development.

“In this partnership, we have three and a half years to work together,” says Mindy Porter, Amazeum director of education. “The kind of transformation Carlene is describing

“If you want to reach those kids who have trauma/poverty, you better be doing some hands-on, purposeful play.”

– Carlene Yell

takes time. It’s a relationship.” Over the past year, Amazeum Education Team members provided professional development in making and tinkering, building a maker mindset, and early childhood education to educators in Maryetta. “I wanted the teachers to understand purposeful play, tinkering, making things, and being creative,” says Carlene.

“I appreciate that we are co-developing and co-creating experiences with Maryetta. They share their story with schools on a similar journey, and become mentors for other schools in their region,” says Mindy. The partnership shows how the Amazeum is growing the capacity, expertise and impact of educational leadership beyond Northwest Arkansas into Oklahoma, Missouri, and increasingly, nationwide.



AMAZEUM BY THE NUMBERS

922 Teachers Attended
Professional Development



CREATIVE STUDIO

Makers in Residence Bring Diverse Talents to Amazeum

Improvisation. In the context of music, theatre and poetry, improv is a spontaneous exercise of creativity driven by a performer alone or as part of a group. There is another definition of improvisation. The ability to apply creativity to design, develop, and produce something new.

“Our fabrication shop is at the core of who we are,” says Sam Dean, Amazeum executive director. Physical space to support curiosity, creativity, and build a community of makers is central to the Amazeum’s mission. The fabrication shop at the museum is integral to the museum not only as a place where interactive experiences are repaired and created for the museum, but also as a place where diverse Makers in Residence find a home to improvise in collaboration with the Amazeum creative team. By design, “the workshop is the beating heart of an active, vibrant, idea-rich cultural institution,” says Sam.

“[The Amazeum] workshop is the beating heart of an active, vibrant, idea-rich cultural institution.”

**– Sam Dean,
Amazeum Executive Director**

During the past year, a number of makers called the Amazeum home as part of our Makers in Residence program, supported by the Walton Family Foundation. A diverse group of creatives, each brings unique talents to the Maker in Residence ensemble. “We’re working often with participatory artists who like to create interactive, physically immersive experiences,” says Sam. “For us, maker residency is a little bit of a misnomer. We’re doing more of a maker collaborative.”

Amanda Willshire’s maker residency at the Amazeum resulted in *The Incredible Electric Technicolor Mockingbird*, an interactive sculpture on the museum grounds. Amanda wanted the sculpture to be an interactive experience. Along with Maker in Residence Eugene Sargent and the Amazeum creative team, she developed “mock-back” technology enabling people to interact verbally with the sculpture.

The latest interactive piece to emerge from the Maker in Residence program is an installation called *Rainbow Springs*, located at Lawrence Plaza in downtown Bentonville. This interactive sculpture features motion sensors to activate LED lights that react to people playing near the sculpture.

“People in our workshop have lots of different backgrounds and

areas of focus,” says Erik Smith, Amazeum director of facilities and exhibits. “Then you have someone like Eugene who is there testing ideas, and members of the creative team throw in ideas and this conversation sparks exploration and creativity. The spark for *Rainbow Springs* was Eugene playing with a single light strip and seeing if it could be programmed to do certain behaviors as a side project.”

Makers in the program combine their talents with the expertise of the diversely skilled creative team to produce amazing interactive and immersive experiences for Amazeum guests. “The engineering that’s needed to produce something that’s

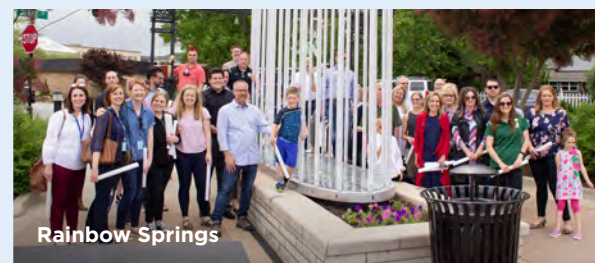


both highly interactive and highly durable is a different skill set than most artists have experience with,” says Erik. “Our experience helps anticipate how people will interact with a piece in a public setting.”

“We’re trying to add to the creativity in the region by wrapping more folks into participatory experiences rich in art and science, whether at the Amazeum or embedded in their neighborhood,” says Sam. “Whether an improv jazz artist, entrepreneur, inventor, scientist, or student, we’re driven by ideas and imagination. Ideas and imagination become tangible through hard work and collaboration.”



Technicolor Mockingbird



Rainbow Springs



AMAZEUM BY THE NUMBERS

28,600 Facebook Followers

5,900 Instagram Followers

766,684 Website Page Views

FINANCIALS

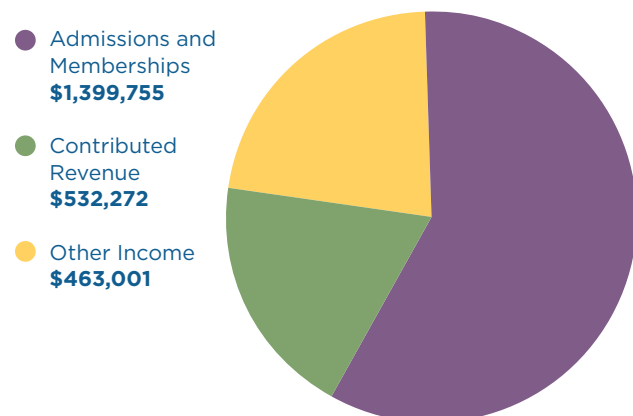
Revenue and Support

	FY 2019	FY 2018
Admissions and memberships	1,399,755	1,371,499
Contributions and grants	532,272	5,533,444
Gift shop and café sales	431,788	420,771
Less: Cost of goods sold	-233,809	-233,794
Net gift shop and café sales	197,979	186,977
Special events	180,889	173,711
Investment Income	84,134	5,395
Total Revenue and Support	2,395,028	7,271,026

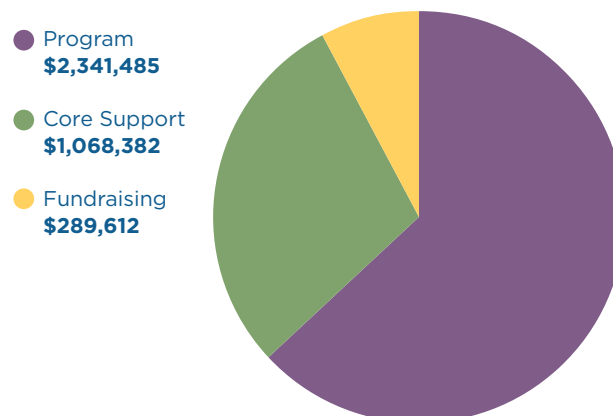
Expenses

Program expenses	2,341,485	3,083,110
Core support	1,068,382	1,061,661
Fundraising	289,612	175,511
Total Expenses	3,699,479	4,320,282
Change in Net Assets	2,078,657	2,950,744
Net Assets, Beginning of Year	27,284,478	24,333,734
Net Assets, End of Year	25,205,821	27,284,478

2019 Revenue Sources



2019 Mission Delivery



*Please note that we received \$4,216,215 of contributed revenue in FY18 that will be released in future years including \$1,713,122 in FY19.

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AUDITED FINANCIALS

Through June 30, 2019

Revenue and Support

	FY 2019	FY 2018
Admissions and memberships	1,400,255	1,371,498
Contributions and grants	676,624	5,447,854
Gift shop and café sales	431,788	420,771
Less: Cost of goods sold	-233,809	-233,794
Net gift shop and café sales	197,979	186,977
Special events	180,889	173,711
Investment Income	84,134	5,395
Misc. Income	219	130,484
Total Revenue and Support	2,540,099	7,315,919

Expenses

Program expenses	3,317,500	3,212,422
Core support	1,108,766	980,312
Fundraising	344,017	225,223
Total Expenses	4,770,283	4,417,957
Change in Net Assets	(2,230,184)	2,897,960
Net Assets, Beginning of Year	27,231,694	24,333,734
Net Assets, End of Year	25,001,510	27,231,694

DONORS

Thank you for helping us spread the joy of curiosity and creativity throughout Northwest Arkansas and beyond!

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“Our family is so proud to be among such an incredible group of visionaries who appreciate the impact the Amazeum has on Northwest Arkansas families! Thank you for helping us make every day amazing!”

-Eric and Elda Scott



Eric and Elda Scott

