2017
ANNUAL REPORT
Drawing upon the natural world to cultivate transformative family learning
THANKSGIVING POINT IS A 501(c)(3) NONPROFIT FARM, GARDEN, AND MUSEUM COMPLEX THAT DRAWS UPON THE NATURAL WORLD TO CULTIVATE TRANSFORMATIVE FAMILY LEARNING
Dear Friends and Supporters,

I’m pleased to share Thanksgiving Point’s 2016 annual report with you. The mission of Thanksgiving Point Institute as a 501(c)(3) nonprofit farm, garden, and museum complex is to draw upon the natural world to cultivate transformative family learning. Last fiscal year we attracted 2,890,324 guests to a wide variety of venues, events, and activities across the property. We truly are fulfilling our mission to draw upon the natural world to cultivate transformative family learning. It’s incredible to think of the growth over the last ten years. More than 26 million visitors have come to Thanksgiving Point since the year 2003. We’re humbled and so proud to be part of the area’s continued growth.

Last year was another tremendous year for Thanksgiving Point. The Museum of Natural Curiosity remains our top attraction with its more than 400 interactive exhibits for children of all ages and abilities. During the last year, more than 516,170 visitors came to visit, play, and learn together inside the Museum. Each year we strive to provide excellent opportunities for the community to come and see what’s inside this amazing place. The Museum of Natural Curiosity joins Farm Country, Museum of Ancient Life, and Thanksgiving Point Gardens as the places of Thanksgiving Point uses to help make an impact on lives. All told, more than 1.2 million guests visited one of these venues in 2016. The Ashton Gardens saw the greatest growth of all our venues, welcoming an additional 65,000 visitors than the previous year. The Gardens are home to our two biggest signature experiences, the Tulip Festival and Luminaria. The excitement and growth will continue throughout the property as we have prepared for our fifth venue, the Butterfly Biosphere in 2018. We’re proud of the landmark Thanksgiving Point has become and look forward to another great year!

We thank your for your continued support.

Sincerely,

MIKE L WASHBURN
PRESIDENT AND CEO
During the 2016 fiscal year there were many bright stories. Our guests are the pride and joy of our operations and we’re thrilled to have millions of visitors each year on our property. Not only do we have our fantastic venues, but signature events each month including the Tulip Festival, Luminaria, Breakfast with Santa, Dia de los Muertos, and so much more! We’ve also blessed with great neighbors like the Thanksgiving Point Golf Course and the Larry H. Miller Megaplex that bring thousands of people to the property each year.

The Tulip Festival has become a staple at Thanksgiving Point for a dozen years. Each spring more than 300,000 tulips are imported from Holland and planted in the 55-acre Aston Gardens in unique displays and arrangements. There are more than 100 varieties of tulips and thousands of other plants and flowers as well.

What follows is nothing short of breathtaking. Our gardener’s work year-round ensuring this event is one-of-a-kind and something every guest will remember. Nearly 100,000 guests enjoy the month-long event every spring. After the Festival is complete we dig the bulbs and sell them to the public. We encourage our members and guests to create their own mini Tulip Festival all across the Wasatch Front at their homes.

With events like the Tulip Festival we try and encourage guest interaction all the time, especially through our social media channels.

The hashtag #TuliParty was used an estimated 1,000 times during the Festival as guests entered to win prizes from Thanksgiving Point. The growth of our social media channels includes Facebook, Instagram, Twitter, and YouTube.
Our Facebook channel has more than 33,000 likes and is our strongest social avenue by the numbers. Our Instagram channel has 8,000 and our Twitter following boasts almost 5,000 followers. We strive to create an environment of transparency, openness, and fun in all events and festivals we host.

Transformative learning is part of Thanksgiving Point’s mission, which is offered through educational programs for all ages. Programs include field trips, adult classes, youth classes, summer day camps, family night activities, and signature experiences like the Tulip Festival, Luminaria, and the Labor Day Luau. Each year, Thanksgiving Point hosts more than 50 signature events that help spread the word of our mission. In addition to these signature events are annual music performances by the Utah Symphony, the Lyceum Philharmonic, and the Timp Symphony. There truly is something for everyone, each and every year.

Thanksgiving Point’s impactful programs are offered in partnership with Utah State University Extension 4-H. Growing Leaders is a leadership and mentoring club for high school students, ECO Challenge offers teenagers an environmental themed contest to engage with today’s most pressing environmental problems, and Tulips Journey North is an outreach program teaching elementary school students to become critical thinkers and citizen scientists.

Thanksgiving Point provides a myriad of educational opportunities for all ages for the community to enjoy year-round. It is a place where families come together to learn, discover, grow and laugh.

Key Numbers for 2016:

1,236,399 Total Venue Guests
   Museum of Natural Curiosity [516,170]
   Ashton Gardens [264,070]
   Museum of Ancient Life [283,160]
   Farm Country [172,999]

803 Field Trips

8,388 Educational Classes

4,341 Birthday Parties

36,310 Rounds of Golf
   Thanksgiving Point Golf Course

408,488 Guests served
   Food Services

214,862 Events Attendees
   Tulip Festival [88,795]
   Luminaria [59,384]
   Scarecrow Festival [14,161]
During the 2016 fiscal year, donors gave, or committed a total of $4,676,803 toward the Capital Campaign for the new Butterfly Biosphere project (opening in 2018). These donations are not included in the total annual revenues for operations in the charts above. With these capital contributions and the annual operations gifts above, the total community support was $12,483,711 (see below).

### 2015-2016 DONATIONS

- **Capital Campaign** .................. $4,676,803
- **Grants and Contributions** .................. $3,814,035
- **Sponsorships** .......................... $321,102
- **Membership** .......................... $3,661,771
REVENUE & SUPPORT
$19,920,640

SPONSORSHIPS
$321,102

GRANTS & CONTRIBUTIONS
$3,814,035

INTEREST AND DIVIDEND & OTHER
$61,577

ADMISSIONS
$4,269,771

MEMBERSHIP
$3,661,771

EVENTS
$346,028

EDUCATION (LESS GRANTS)
$389,182
includes youth ed & horticulture ed

TOTAL FOOD SERVICE, RETAIL, AND RENTAL INCOME
$7,057,174
LEADERSHIP

BOARD of DIRECTORS

Alan and Karen Ashton

Spencer Ashton
System Engineer,
Harman-Management Corporation

Stephen Ashton, PhD.
Director of Audience Research,
Thanksgiving Point Institute

Nathan Hale
Special Projects,
Church of Jesus Christ
of Latter-day Saints

Dave Harkness
President, Beesmark

Barbara Barrington Jones
Community Philanthropist

Scott Runia
Private Wealth Advisor,
Merrill Lynch

Mike Washburn
President and CEO,
Thanksgiving Point Institute

BOARD of ADVISORS

Jed Alldredge
Alan Ashton
Karen Ashton
Stephen Ashton
Tony Child
Paul Durham
Larry Ellertson
Shelli Gardner
David Gehris
Dave Harkness
Kathie Horman
Barbara Barrington Jones
Stan Lockhart

Lee McCullough
Scott McCullough
Steve McGhie
Mike Mellor
Dave Moon
Susan Richards
Scott Runia
Carla Smith
Don Stirling
Jason Walker
Kelly Ward
Dave Young

STAFF

Mike Washburn
Adele Swenson

Laura St. Onge
Erica Brown
$500,000 or more
I Am the Light of the World Foundation
Barbara Barrington Jones Family Foundation
Utah State Legislature and Utah State Board of Education
State of Utah

$100,000 - $499,999
Marc C. and Deborah H. Bingham Foundation
STACK Real Estate
George S. and Dolores Doré Eccles Foundation
Lehi City
Craig and Becky Johns
Kensington Capital Children’s Foundation
Hugh and Cindy Redd
Sorenson Legacy Foundation

$50,000 - $99,999
Utah State University Cooperative Extension
IMLS
Zions Bank
US Synthetic

$10,000 - $49,999
STEMlink Workforce
Meadow Gold
Swire Coca Cola
Adobe
Utah Department of Workforce Services
Anonymous
Legend Solar
Greer Co.
Thanksgiving Point US D, LLC
Utah Broadband
AAA of Utah
Ash Capital
BG Thanksgiving Point 1 LC
Gardner-Plumb LC
Gardner Thanksgiving Point LC
Utah Division of Arts and Museums
Visible Supply Chain Management
Utah Department of Agriculture and Food
Oakdell Eggs
Kem and Carolyn Gardner
DONORS

Beesmark Investments
Gardner Company
Huntsman Gay Global Capital
IASIS Healthcare
Mountain Point Medical Center
Point Development LLC
Timpanogos Regional Hospital

$5,000 - $9,999
Shelli and Sterling Gardner
Utah Division of Arts and Museums
Chuck and Kathie Horman
Angela and Casey Adams
Employer Solutions Group

Union Pacific Foundation
Erin and Stephen Ashton
Sam and Mary Dunn
Debra and Mike Washburn
Merrill Lynch
Andrea and James Clarke
R. Harold Burton Foundation
Fuel Marketing
H & R Block
Eric Loveland
Larry H. & Gail Miller Family Foundation
Dave and Kathryn Moon
Mountain America Credit Union
Okland Construction
Providence Management

Service Systems Associates
Sheldon Richards
STEM Action Center
Sunroc
Timpanogos Regional Hospital
Utah Division of Water Quality
Utah Sports Commission
Workers Compensation Fund
YESCO
Zions Bank

$1,000 - $4,999
Janae and Jon Moss
Alan and Karen Ashton
Janet and Ron Jibson
Kenneth Ball
Excel Eye Center
Special Crop Grant
Steve Jones
Morgan Stanley Smith Barney
Anonymous
Anonymous
Anonymous
Arvo
Big-D Construction
Blendtec
Callister Nebeker & McCullough
Cognizant
Deseret Management Corporation
FFKR Architects
GFC Foundation
Intermountain Healthcare
Love Communications
Moreton & Company
Ashley and Jake Nackos
Nu Skin
Susan and John Richards
SilencerCo
Wealth Navigation
Amy Jo and Chad Young,
Edwards Life Sciences
Jacobsen Construction
Joyce and Nathan Ricks,
Utah Education Savings Plan
David, Paulina, Brent,
Brian, Dave, Jeanette, Liz,
Nan, and Rob Gudgell
Sherman and Sherry Margetts
Allen’s Camera
JP Morgan Chase
Walmart
Whole Kids Foundation
Travis Hansen and Russ Rasmussen
Edee and Max Chang
Mike and Lisa Marion
Daniel Temkin and Sandra Sanchez
Rick Homer and Mary Crafts-Homer
Lori & Ronald Dunn
Kristi and Landon Becknell
Anonymous
Christine and Jeff Bean
Blue Valley Insurance
CenturyLink
Culinary Crafts
Dominion Energy
doTERRA
Christian Gardner
Golf Mesquite
Intermountain Vein Center
Larson & Company
John Pestana
RBM Building Services
Carla and Lanny Smith
Sunridge Properties
Temkin International, Inc.
Utah Community Credit Union

$500 - $999
Marilyn and Scott Banasky
Kim Hatch
Dane and Stacy Runia
Morgan and Stephanie Ashton
Cathy and Dave Young
Lyall and Jenny Swim
Missy and Samuel Ashton
Heath and Rebekah Westfall
Andrew & Jessica Bybee
Frontier Secure
Shauna B. Horne Foundation
Kimberly and Scott Lohner

$250 - $499
David and Lisa Harkness
Tracy and Carol Erdmann
Haney, Carole
Lynn and Millie Abplanalp
Brett and Brittany Allred
Tony and Whitney Child
Allen and Elizabeth Ash
Bert and Taunya Wilson
Jason and Mika Walker
Joe Bradford
Becky Jo and Jacob Bryant
Ross Romero
Dale and Faun Benson
Don Smith
Emily and Paul Eddington
Brittany and Tyler Nelson
Bille and Greg Paul
The Benevity Community Impact Fund
Kara and Kurt Jenkins  
Adcentives West  
Gay and Jim Bennett  
Chuck and Millicent Carrasco  
Dan and Jessie Herman  
Ohlson Wade International  
Doug and Katie Veenker  
Blake Wigdahl

$100-$249  
Karrie Phillips  
Alan and Lorraine Gaufin  
Andrew and Charmay Hill  
Gary and Shannon Hyatt  
Adele and Robert Swenson  
Mike and Sue Gillespie  
Rachelle and Robert Ranc  
Justin and Tiffany Wallis  
Patty & Brad Beasley  
Patty and Ronald J. Dunn  
Jeff Edwards  
Mario Ferrise  
and Jessie Gula  
Greg and Katie Fix  
Lauren and Annette Lang  
Dolly and Norm Wright  
Hayden and Lauri Felt  
Julie Ransom  
David and Joyce Done  
Stan and Michelle Swim  
Doug Morgan  
and Karralee Lund  
Cristall and Matt Harper  
Byron and Shauna Healey

Connie and Ken Hill  
Brad and Heidi Margetts  
Ruth White  
Kendall Wimmer

**Contributors to 2016 Imagine That Gala and Discovery Cup Golf Tournament**

Alaska Airlines  
Allred Ace Hardware  
Alpine Dental  
Altus Fine Art  
Ancestry.com  
Aqua-Aston Hospitality  
Arctic Circle  
Ari Diamonds  
Arvo  
Ballet West  
BetterBody Foods  
Big-D Construction  
Blendtec  
Bobby Lawrence Karate  
Boondock's  
Bountiful Asia Travel & Tour and Cambodia Job Foundation  
Branding Intuitive  
Brick Canvas  
Brigham Young University  
Brigham’s Playhouse  
Buffalo Wild Wings  
Castle Creek Inn  
Chick-Fil-A  
Chiropractic USA  
CHOM Burger  
Chuck-A-Rama Buffet  
Clark Planetarium  
Classic Fun Center  
ComedySportz  
Costco  
Coverstar Intermountain Pool Covers  
CrossFit Timpanogos  
CTR Clothing  
Culinary Crafts  
Culver’s  
Deer Valley Resort  
Desert Star Playhouse  
Dickey’s BBQ Pit  
Direct Communications  
Discount Tire  
Disneyland  
Excel Eye Center  
Firehouse Subs  
Flowers on Main  
Forever Young Foundation  
Gardner Co.  
GBS Benefits, Inc.  
Golf Mesquite  
Great Clips  
Great Harvest Bread  
Green Spring Golf Course  
Hale Center Theater Orem  
Hale Centre Theatre  
Holdman Art Studios  
Home Depot  
Home2Suites by Hilton