

2017

THANKSGIVING POINT ANNUAL REPORT



drawing upon the natural world to cultivate transformative family learning

ThanksgivingPoint.org



THANKSGIVING POINT IS A 501(c)(3) NONPROFIT
FARM, GARDEN, AND MUSEUM COMPLEX
THAT DRAWS UPON THE NATURAL WORLD TO
CULTIVATE TRANSFORMATIVE FAMILY LEARNING



FROM THE PRESIDENT AND CEO

Dear Friends and Supporters,

I'm pleased to share Thanksgiving Point's 2017 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 2,868,603 guests to a wide variety of venues, events, and activities across the property. We truly are fulfilling our mission and incredible to think of the growth over the last decade. More than 28 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, almost half a million 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 Ashton Gardens as the places of Thanksgiving Point uses to help make an impact on lives. For the second consecutive fiscal year the Ashton Gardens saw the greatest growth of all our venues, welcoming an additional 36,000 visitors than the previous year. The Gardens are home to our two biggest signature experiences, the Tulip Festival and Luminaria and has become a staple in the community due to its unique and incredible landscape and space.

The excitement and growth continue as we open the Butterfly Biosphere in 2019. This living museum will be the first of its kind in Utah and one of a select few around the globe. Thousands of butterflies in hundreds of varieties will call the Biosphere home. The USDA-certified, 40,000 square feet venue will also feature educational opportunities for kids and families of all abilities in a hands-on way.

We thank you for your continued support.

Sincerely,



Mike L Washburn



Mike L Washburn
President and CEO

STORIES



*Above: Summer Day Camp. Designer, Maker, Creator, Builder Day
Museum of Natural Curiosity, June 2015*

DURING THE 2017 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. More than 102,000 guests enjoyed the month-long event in 2017. After the Festival is complete, we dig the bulbs and sell them to the public, which has become a fun and popular event. We encourage our members and guests to create their own mini Tulip Festival all across the Wasatch Front at their homes. Additionally, the Ashton Gardens host Luminaria, a winter experience unlike anything in the state of Utah. More than 80,000 guests attended the event in its second year, an increase of more than 26,000 guests.

With events like the Tulip Festival, Luminaria, and others, Thanksgiving Point encourages guest interaction all the time, especially through social media channels. For example, 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 35,000 likes and is our strongest social avenue by the numbers. Our Instagram channel has 10,400 and our Twitter following boasts 5,000 followers. We strive to create an environment of transparency, openness, and fun throughout our social channels.

Transformative learning is part of Thanksgiving Point’s mission, which is offered through educational programs for all ages. Programs included 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 Timpanogos 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 2017

TOTAL VENUE GUESTS

Museum of Natural Curiosity
475,921

Museum of Ancient Life
285,228

Ashton Gardens
300,023

Farm Country
164,465



EVENTS ATTENDEES

Some of the highest attended include:

Tulip Festival **102,231**



Luminaria **85,996**



Scarecrow Festival **15,500**



EDUCATIONAL CLASSES

8,875 guests

FIELD TRIPS

6,171 students on Title One scholarships



FOOD SERVICES

52,197 guests



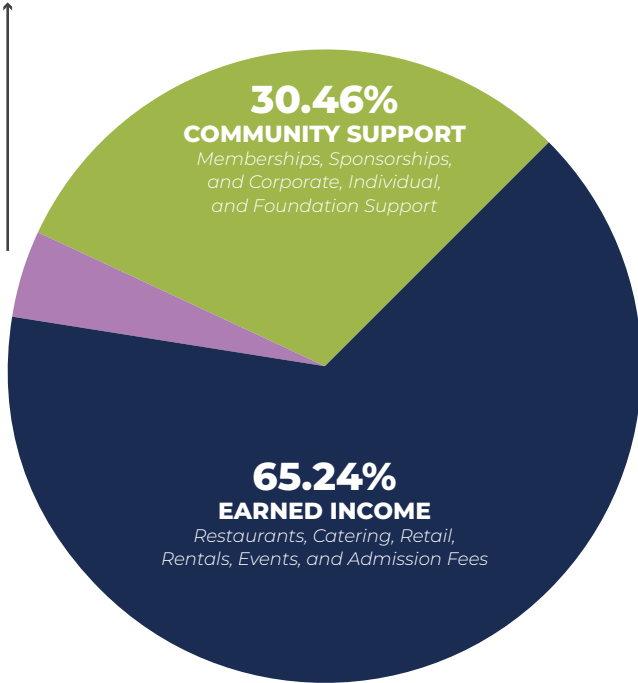
THANKSGIVING POINT GOLF COURSE

32,045 Rounds



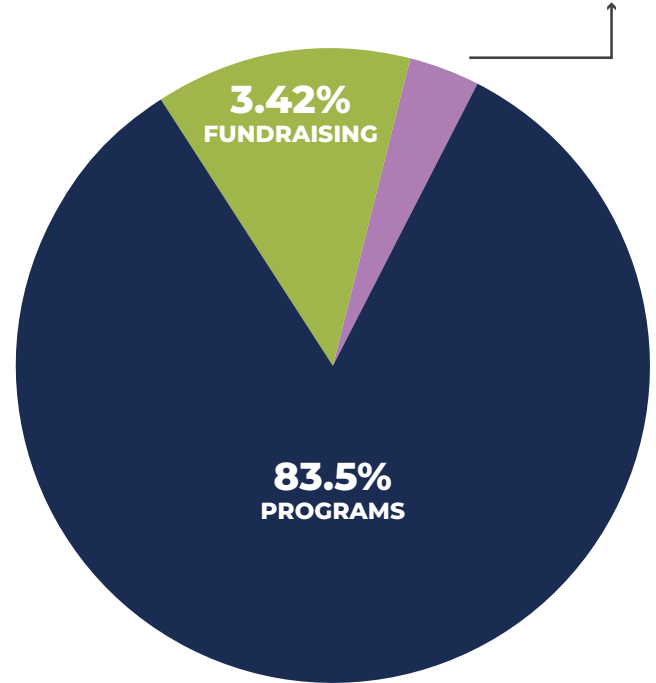
FINANCIALS

4.3%
GOVERNMENT (Grants)



INCOME: \$19,025,467

13.04%
GENERAL & ADMINISTRATIVE



EXPENSES: \$18,804,179

REVENUE & SUPPORT

\$19,025,467

SPONSORSHIPS

\$398,552

GRANTS AND CONTRIBUTIONS

\$5,547,341 (capital campaign included)

INTEREST AND DIVIDEND & OTHER

\$23,479

ADMISSIONS

\$4,782,445

MEMBERSHIP

\$3,568,693

EVENTS

\$333,739

EDUCATION (LESS GRANTS)

\$415,673 (includes youth ed & horticulture ed)

FOOD SERVICE, RETAIL AND RENTAL INCOME

\$6,813,837

DURING THE 2017 FISCAL YEAR, donors gave, or committed a total of \$3,420,202 toward the Capital Campaign for the new Butterfly Biosphere project, opening in 2019. 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 \$9,514,588 (see below).

2017-2018 DONATIONS

Capital Campaign	\$3,420,202
Grants and Contributions	\$2,127,141
Sponsorships	\$398,552
Membership	\$3,568,693
	<hr/>
	Total \$9,514,588

*Below: A Night at the Oscars
Imagine That! Gala, August 17, 2017*



LEADERSHIP

BOARD OF DIRECTORS

Alan and Karen Ashton

Founders

Spencer Ashton

*System Engineer,
Harman-Management Corporation*

Stephen Ashton, PhD.

*Director of Audience Research,
Thanksgiving Point Institute*

Dave Harkness

President, Beesmark

Barbara Barrington Jones

Community Philanthropist

Dane Runia

*Private Wealth Advisor,
Merrill Lynch*

Ruth Todd

*Senior Vice President Public Affairs,
Nu Skin*

Mike Washburn

*President and CEO,
Thanksgiving Point Institute*

BOARD OF ADVISORS

Ashton, Alan

Ashton, Karen

Ashton, Spencer

Ashton, Stephen

Child, Tony

Ellertson, Larry

Gardner, Shelli

Gehris, David

Gov. Herbert

Harkness, David

Horman, Kathie

Jones, Barbara Barrington

Lee, Chris

Lockhart, Stan

McCullough, Lee

McCullough, Scott

McGhie, Steve

Mellor, Mike

Moon, Dave

Richards, Susan

Runia, Dane

Smith, Carla

Stirling, Don

Todd, Ruth

Walker, Jason

Ward, Kelly

Woodmansee, Leslie

Young, David

*Right: Tulip Festival
Ashton Gardens, Spring 2016*



DONORS

\$500,000 or more

Gardner Company
Marc C. & Deborah H. Bingham Foundation
State of Utah
Utah State Board Of Education
Barbara Barrington Jones Family Foundation

\$100,000 - \$499,999

Larry H. & Gail Miller Family Foundation
Dominion Energy
Workers Compensation Fund
Lehi City

\$50,000 - \$99,999

Alan & Karen Ashton
Jack Wheatley
doTERRA International, LLC
Okland Construction
Zions Bank
Adobe
Sorenson Legacy Foundation

\$10,000 - \$49,999

Utah Division of Art and Museums
The PI Foundation
US Synthetic
Institute of Museum and Library Services
Fidelity Charitable Gift Fund
Swire Coca-Cola
Oakdell Egg Farms, Inc.
Utah Broadband, LLC
Department of Workforce Services
Greer Company LLC
Sterling & Shelli Gardner
Thanksgiving Point-US D, LLC
Chuck & Kathie Horman
Mountain Star Healthcare
AAA NCNU, Utah
BG Thanksgiving Point 1, LC
Gardner Plumb, LC
Gardner Thanksgiving Point, LC
Visible Supply Chain Management
Sam & Mary Dunn
Alex Boye
Namify
Boyer Company
Foundation for the American West
Huntsman Gay Global Capital
Point Development, LLC
Union Pacific

\$5,000 - \$9,999

Jon & Janae Moss
Service Systems Associates
Nick & Deborah Greer
Mountain Crane
Stanley Smith Horticultural Trust
Kem & Carolyn Gardner
Employer Solutions Group
Tides Center

Casey & Angela Adams
Merrill Lynch Private Banking & Investment
Group
Sherm & Sherry Margetts
Stephen & Erin Ashton
Christian & Marie Gardner
Beesmark Investments
Central Bank
Dave & Kathryn Moon
Division of Water Quality
Elements Capital Group
Elevated Worldwide
Mountain America Credit Union
Providence Management
Span Construction
STACK Real Estate
STEM Action Center
Sysco Intermountain
Utah Sports Commission
Utah Valley Magazine
Wheeler Foundation
YESCO

\$1,000 - \$4,999

Chick-fil-A
Outdoor Foundation
Jeff & Anna Rust
David & Kerri Johnston
SpringHill Suites by Marriott
Kyle & Michelle Woodbury
Scott & Tammy Runia
Nate Boyer
Durham, Jones & Pinegar
FFKR
John & Becky Aubry
Love Communications
Moreton & Company
The Church of Jesus Christ of Latter-day
Saints Foundation
UTAH VALLEY REGIONAL MEDICAL
Steve & Jaime McGhie
Fuel Marketing
Courtney & Paul Belcher
Mike & Torie Christofferson
Interform
Auntie Anne's Pretzels
Benjamin & Kari Turley
CPC Nuetek
Heath & Rebekah Westfall
Bank of America Matching Gifts
Erica & Joel Brown
Richard & Vana Olson
Brian Brown
Amy Jo & Chad Young
Mike & Debra Washburn
Paul & Maren Durham
Hyatt Place Lehi
Driscoll Farms
Keri Nuetzhorn
Melody & Jon Jenson
Matt & Melinda Williams
Rocky Mountain Chocolate Factory

David & Cathy Young
Carla & Lanny Smith
Cole Family Foundation
Culinary Crafts
Equinox IT Services
Intermountain Vein Center
Jacobsen Construction
James & Carolyn Ritchie
McNeil Printing
Sunridge Properties
Young Living Essential Oils

\$500 - \$999

Jennifer & Ryan Crafts
Allen & Liz Ash
Tracey & Aaron Burningham
Harmons Grocery
Kendall Wimmer
Kencraft Confections
Kathy & Kelly Carver
Spencer & Traci Ashton
Holdman Studios & Glass Art Institute
Jay & LeeAnn Francis
Tracy & Carol Erdmann
Angie Smart
Mark Eggett
Jayden Thomas
Steve Jones
Tonia & Kurt Doussett
Eric & Mary Ellen Ferrin
Costco Wholesale - Lehi
Richard & Debra Hutchison
SMG Grant
The McCullough Group
Walton Sustainability

\$250 - \$499

Glade Hamilton
Samuel & Melissa Ashton
Gary & Shannon Hyatt
Mary Crafts-Homer & Rick Homer
Mike & Lisa Marion
Jason & Mika Walker
Denzel & Robyn Brown
Meadow Gold
Barbara Barrington Jones
Yasmin & Wade Taylor
Paul & Emily Eddington
Patty & Ronald Dunn
Deann Dimond
Hayden & Lauri Felt
AmazonSmile Foundation
Kim & Erik Rash
3M Foundation
David & Deb Gehris
Julie & Jay Ransom

\$100 - \$249

Tom & Gayle Holdman
Seth & Amber Palmer
Susan Corson

Jeffrey Dunn
Tricia Osborn
Dave & Cindy Allred
Steve & Bette Gibson
Jamie & Trent Savage
Lacy & Kevin Johnston
Lorie & Rich Millward
Cynthia Ovard
Wendy Herzog
Belinda & Gary Robison
Emily Duffy
Kathleen & Morgan Cummings
Dan & Wendy Matheney
John & Myrna Kowallis
Lindsey Davis
Katelyn Shoemaker & Tim Ellenberger
Kimberly & Richard Davis
Vicki & Gregory Lybbert
Regina Diaz
Craig Peterson
Karen Thomas
Adele & Robert Swenson
Robert & Rachelle Ranc
Kristin & Jared Banta
Susan Ma & Brett Hart
Le Quyen Ngu & Tang Yang
Bruce & Esther Grover
Dale & Cheryl Wilde
Debbie & Don Clausen
Esther Truitt Henrichsen
Kerstin & William Daynes
Kim & Klint Blackburn
Laura Larsen
Laurel Woods
Meghan & Jason Flint
Elizabeth Jaskowick
Marilyn S Miner
Spencer McAllister
Steven & Pamela Boshard
Sydney & Noel Reynolds
Taryn & Danny Jones
Teri & Wallace Smith
Tiffini & Ben Sorcic
Billie & Greg Paul
Al & Wendy Allred
Brian & Jenny Gochnour
Caroline & David Welsh
Cortney & Bucky Westfall
Crystal & Dustin Pyne
Dale Darling
Dan Horman
Dane & Stacy Runia
Darryl & Laura Jarman
David & Lisa Harkness
Jacob & Becky Bryant
Jeanette & Matt Bennett
Jeff & Melinda Wilks
Jim & Gay Bennett
Julie & Kerry Newman
Julie & Ramon Beck
Laura St Onge
Liz & Zach Shields

Mark & Christine Peterson
Mark & Nancy Gasser
Nan & Carl Black
Sarah & Ryan Bevan
Scott & Kimberly Lohner
Shannon & David Norton
Spencer & Megan Goo
Steve & Ashley Hortin
Sue Gillespie
Tyler & Joelle Driscoll
Val & Jan Butcher

Contributors to 2017 Imagine That! Gala and Discovery Cup Golf Tournament

1981
7b Studios
Aaron Burningham
Abbey Inn
Alan Ashton
Alaska Airlines
Aldridge Family Chiropractic
Allred Ace Hardware
Alpine Dental
Altus Fine Art
Ancestry.com
Applebee's
Aqua-Aston Hospitality
Arby's
Arctic Circle
Ari Diamonds
Baked
Ballet West
Barbara Barrington Jones
Beans and Brew
Beddy's
BetterBody Foods
Big O Donuts
Big-D Construction
Billie Paul
Blendtec
Bob Nave
Bobby Lawrence Karate
Boondocks
Brandon Sanderson
Braza Grill
Brigham Young University
Brigham's Playhouse
Buffalo Wild Wings
BYU Athletics
Cactus & Tropicals
Cal Ranch
Camp Floyd
Camron Wright
Cannella's Restaurant
Cariloha
Carla Smith
Castle Creek Inn
Cathy Young
Chad Lewis

Chick-fil-A
Chuck-A-Rama Buffet
CK Massage & Spa
Clark Planetarium
Classic Fun Center
Coconut Cove
Coldstone Creamery
ComedySportz
Costa Vida
Costco
Courtney Belcher
Coverstar Intermountain Pool Covers
Craig Tillotson
Culinary Crafts
Culver's
David K Gehris
David Moon
Debbie's Art Academy
Deer Valley Resort
Desert Star Playhouse
Dickey's BBQ Pit
Direct Communications
Discount Tire
Disneyland
Dollywood
Donna Frank
Donny Osmond
doTerra
Dr. Mike Marion
Elite Getaways
Ellen's Pretzels
Eric Dowdle
Excel Eye Center
Fat Cats
Firehouse Subs
Flowers on Main
Fred Howard
Front Sight
Gail Noel
Good Move Cafe
Gourmandise
Great Clips
Great Harvest Bread
Green Spring Golf Course
Grit Young
Hale Center Theater Orem
Hale Centre Theatre
Hilary Weeks
Holdman Art Studios
Home Depot
House of Trix
IdealShape
In the Leafy Treetops
Intermountain Vein Center
Jack & Jill Bowling
Jamberry
Jeffrey Favero Photography
Jennifer Frank
Jenny Oaks Baker
Jeremy Ranch Golf & Country Club
JetBlue
JoAnne Palmer

DONORS

John Richards
Julie A Beck
Julie Ransom
JulieAnn Caramels
Karen Ashton
Karin Glem
Kathie Horman
Kathryn Moon
Kencraft Candy
Kyle D. Vincent
LaQuinta Inns & Suites
Larry H. Miller Sports & Entertainment
Laura St. Onge
Lava Hot Springs
Lehi Arts Center
Lehi City Fire Department
Lehi City/Economiz Development
Lehi Police Department
Les Schwab Tire Center
LHM Megaplex Theatre
Light of the World
Little Today
Loveland Living Planet Aquarium
Lowe's
Macey's Market
Macs al la Mode
Magnum Opus
Mags Bonham
Martinizing Cleaners
Minky Couture
Missionary Mall
Moab Adventure Center
Mormon Tabernacle Choir
Mountain Crane
Mr. Mac
Mr. Mac (Redwood Rd)
Murray City Cultural Arts
My Little Paint Brush
Namify
National Geographic
Nothing Bundt Cakes

Ogden's Dinosaur Park
Olive Garden
O'Reilly Auto Parts
Outback Steakhouse
Outlets at Traverse Mountain
Painted Daisy
Pampered Chef
Papa Murphy's Pizza
Papa's Car WASH
Paradise Cafe & Bakery
Paragon Wealth Management
PDQ
Peppermint Place
Pioneer Party
Pioneer Theatre Company
Pizza Pie Cafe
Pizzazzerie
Pop Zero
Quick Quack Car Wash
Rachael Beasley
Real Salt Lake
Recreation Outlet
Reynolds Cycling
Riverside Country Club
Rubio's
RubySnap Cookies
Ruth's Chris Steak House
Scera Center for the Arts
Scheels
Sea Glass Fine Art
Seven Peaks
Sheels
Sierra West Jewelers
Sip 'n Swirl
Ski City
Skinovation
Sleepy Ridge Golf Course
Smart Cookie
Southern Utah Home Builders Association
Spectrum Diversified Designs
Stampin' Up

Starbucks
Startup Ignition
Steven Stradley
Suddenly Santa
SUHBA
Sundance Resort
Susan Corson
Sweet Tooth Fairy
SwimKids
Tamara Ward Burnside
Ted & Glenda Peck
Texas Roadhouse
Thanksgiving Point Golf Club
The Avenue Bakery
The Cheesecake Factory
The Dodo Restaurant
The Lion House
The Spa Doctor
Thread Wallets
Timpanogos Storytelling Festival
Tuacahn Center for the Arts
Tucanos Brazilian Grill
United Studios of Self Defense
University of Utah Dean of Students Office
Utah Educational Savings Plan
Utah Grizzlies
Utah Shakespeare Festival
Utah State Parks
Utah Symphony/Utah Opera
Utah's Hogle Zoo
Vizzini's
WalMart
Water Gardens Theatre
WCF
White Rose Cookies
Yardzee/Yarkle
Your Beauty is my Priority
Zaplz Caramel Apples & Treats
Zaxby's
Zermatt Utah

And a special thank you to our
thousands of members who contribute
annually through the purchase of
annual property memberships.



3003 N. Thanksgiving Way
Lehi, UT 84043

801.768.2300
ThanksgivingPoint.org

Thanksgiving Point Institute is a 501(c)(3) nonprofit farm, garden and museum complex that draws upon the natural world to cultivate transformative family learning.