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
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

President and CEO
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.
INCOME: $19,025,467

- 65.24% EARNED INCOME
  - Restaurants, Catering, Retail, Rentals, Events, and Admission Fees

- 30.46% COMMUNITY SUPPORT
  - Memberships, Sponsorships, and Corporate, Individual, and Foundation Support

- 4.3% GOVERNMENT (Grants)

EXPENSES: $18,804,179

- 83.5% PROGRAMS

- 3.42% FUNDRAISING

- 13.04% GENERAL & ADMINISTRATIVE

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

Total: $9,514,588

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

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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
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$500,000 or more
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Marc C. & Deborah H. Bingham Foundation
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Utah State Board Of Education
Barbara Barrington Jones Family Foundation

$100,000 - $499,999
Larry H. & Gail Miller Family Foundation
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Thanksgiving Point-US D, LLC
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BG Thanksgiving Point 1, LC
Gardner Plumb, LC
Gardner Thanksgiving Point, LC
Visible Supply Chain Management
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Boyer Company
Foundation for the American West
Huntsman Gay Global Capital
Point Development, LLC
Union Pacific

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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
Sherr & Sherry Margetts
Stephen & Erin Ashton
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Beesmark Investments
Central Bank
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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
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Kyle & Michelle Woodbury
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Nate Boyer
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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
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Jason & Mika Walker
Denzel & Robyn Brown
Meadow Gold
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Paul & Emily Eddington
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Julie & Jay Ransom

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Val & Jan Butcher

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Big O Donuts
Big-O Construction
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Bobby Lawrence Karate
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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
Carlioha
Carla Smith
Castle Creek Inn
Cathy Young
Chad Lewis

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

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
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Donny Osmond
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Eric Dowdle
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Fat Cats
Firehouse Subs
Flowers on Main
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Gail Noel
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Great Clips
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Green Spring Golf Course
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And a special thank you to our thousands of members who contribute annually through the purchase of annual property memberships.
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.