



ANNUAL REPORT 2024



2024 Our First Full Year of Operations!

By Jen Marangelo, Executive Director

While we cut the ribbon to our new facility on December 5, 2023, the overwhelming excitement from our Grand Opening carried into 2024 as our first full year of operations. And what an incredible year it was!

As you might imagine, it was important to open our doors with solid plans in place. But as we quickly learned, it was even more important to acknowledge and take advantage of the lessons that unfolded on a daily basis – lessons that provided opportunities to continually make things better. And while that applied to our back-end operations, it also applied to the visitation experience.

“... we were thrilled to welcome 74,517 visitors through our doors.”

Over the past year we made a number of improvements inside the facility: adding a living plant wall above the water feature; installing massive hanging plant baskets that draw your eyes upward; creating our “Who’s Flying Today” display to showcase the different butterfly species currently on the wing; welcoming our leafcutter ant and honey bee colonies to the exhibit area; and releasing the cutest pest control team imaginable ...our flock of buttonquail. In these, and many other ways, there was always something new to see or meet throughout the year.

We handled a few significant challenges too. If you visited during the summer, you likely noticed that it was HOT in the butterfly house. With our existing system unable to adequately combat the heat, for a number of weeks we needed to temporarily close the butterfly house to visitation. Thankfully, this is an issue we left behind in 2024. With the installation of a rooftop air conditioning unit last October, we’ll be ready for whatever the summer of 2025 dishes out.

Despite the reduced visitation this caused during the hottest part of the summer, we were thrilled to welcome 74,517 visitors through our doors.

As the icing on the cake to an incredible first year, we wrapped things up by sending in our final construction payment and completely paid off our construction loan. No more debt!

Did everything go as planned? Heck no. But the planned and unplanned tweaks, changes, and additions we made throughout the year provided valuable learning opportunities that allowed us to continually improve the experience we provide.

Thank you for making this first year so extraordinary and for helping us provide such an incredibly unique facility and education experience in Missoula! I look forward to sharing an equally exciting year ahead. 🐛

Thank you VOLUNTEERS!

2024 Volunteer Snapshot:

81 regular volunteers

19 volunteers gave 100+ hours

1 volunteer gave 1,000+ hours

In all, volunteers gave over 11,000 hours!

While our staff is amazing, our volunteers fill critical roles! In our first year, we saw a huge increase in the number of volunteers and the number of hours contributed to our mission.

What are these volunteers doing? Some of our volunteers help with the daily care of our 130+ species of arthropods. Each day volunteers help to keep our animals healthy and happy, including the care of our exhibit animals, which must be completed before we open each day.

Behind the scenes, an incredible crew of volunteers help each week by pinning the butterfly chrysalides that arrive. Proper pinning helps the butterflies emerge successfully and provides a great display in our chrysalis chamber for visitors to enjoy.

The majority of our volunteers help on the museum floor, making the experience of our visitors more enjoyable and educational. Whether helping a family hold bugs at our Animal Encounter Area; keeping butterflies from hitching a ride out of the tropical greenhouse on a visitor's shoe; or explaining the rules to

enthusiastic visitors about not touching the butterflies, plants, or buttonquail, every visitor's experience is enriched by our incredible team of volunteers.

Have you met some of our amazing volunteers? Perhaps Christian introduced you to one of our butterflies, letting you in on the reasons why we call him the "Butterfly Whisperer." Maybe you held a blue beetle with Betsy, Bryce, or Wayne. If you visited in the summer, perhaps one of our high school volunteers (like Ruby, Max, or Emyr) welcomed you to the butterfly house. We can't thank these, and all of our volunteers, enough for making us part of their life. 🦋



Do you want to join our buggy team? Visit our website to learn more and to complete a volunteer application at missoulabutterflyhouse.org/get-involved/volunteer/.



2024 EDUCATION PROGRAM STATS:



ONLINE BUG ENCOUNTERS: 37 encounters reaching 59,230 Facebook and Instagram viewers. Check them out every Wednesday evening or in the archives at missoulabutterflyhouse.org/online-bug-encounters/.



SUMMER CAMPS: 6 camps for 71 campers.



WHAT'S BUZZIN' REPORTS: 29 reports identifying 258 unique species across Montana.



NOTES FROM THE LAB: 17 reports reaching 38,201 social media followers (and a few thousand more via our email list) covering a wide array of buggy topics.



BUGS & BREWS LECTURES: 7 amazing lectures for 735 curious (and thirsty) participants. **A BIG THANK YOU** to our partners at Draught Works for donating all of the adult beverages!



COMMUNITY SCIENCE: 2024 represented the 4th field season of our participation in two nation-wide research projects; Citizen DNA Barcode Network and an Insect Abundance study. We also became the Montana representative for the Western Firefly Project.



FIELD TRIPS

252 programs for 5,696 students



In-Person:
238 programs for 283 classes



Distance Learning:
8 programs for 12 classes



Streamable Learning:
6 programs for 758 students

Field Trip Scholarships – Thanks to our partners (the Dennis & Phyllis Washington Foundation, the Jane S. Heman Foundation, and Melody and Richard Zajdel) last year we were able to provide field trip scholarships for 125 classes from Title 1 / low-income schools, reaching 2,086 students. We were also able to provide a total of \$4,318 in transportation assistance.



2025:

TESTING NEW WATERS

With a full year of operations now under our belts, we've reached a point where we have a better sense of what to expect, what "normal" is, and (more important) what we have the capacity to take on throughout the year.



Thanks to the lessons this past year provided, you may have noticed that we're starting to add some new programs into the mix and have continued to make some exciting additions to the butterfly house and exhibit area. In these and other ways, we're working to provide more engagement and education opportunities for visitors as well as improve the overall experience we

provide ... hopefully giving you something new to see and learn every time you visit. A few examples include:

BUTTERFLY MEDITATION: 10 to 15 minutes of guided meditation followed by up to 40 minutes of silent reflection in the butterfly house.

BUMBLE BEE EXHIBIT: Within the next few months we're excited to introduce a bumble bee colony to our Social Insect Exhibit.

QUIET AND SENSORY HOURS: For visitors that want some "quiet time" in the butterfly house or have sensory sensitivities, we've started offering our Adult Quiet Hour and Sensory Friendly Hour.

CARNIVOROUS PLANT EXHIBIT: A new terrarium exhibit in the butterfly house that lets the plants even the score against herbivorous insects. We hold a carnivorous plant feeding each Thursday at 3:00PM.

ROOSTING HOURS: An after-hours gathering for adults to spend time in the butterfly house with their favorite arthropods, their favorite Draught Works beverages, and some seasonally-themed crafts and trivia.

EPIPHYTE LOG: We're planning an exciting addition in our tropical greenhouse by installing an epiphyte log to showcase these beautiful plants.

WEDDINGS: Looking for a unique place for a small wedding? We're dipping our toes into the "wedding pool" and look forward to providing a special place for couples to begin their journeys together.

In these, and other ways, we're continuing to test new exhibits, programs, and experiences to see what our community has an appetite for. Some new things will take root, and others might fade. But in either case, we're excited to bring new opportunities to see and experience our facility in a different light.

If you'd like more information about any of these new experiences, don't hesitate to give us a call. We look forward to seeing you in the butterfly house soon! 🐝



Butterfly License Plate

Over the last 4 years, our specialty license plate has generated nearly **\$95,000 in license plate fees** to help support our mission (**\$32,920 in 2024**)! Do you love the Butterfly House and our unique education efforts? Show your support by adorning your existing or new vehicle with our beautiful plate (created by the amazing Courtney Blazon). **Contact us or visit your County Treasurer's office for more information.**

Save the Date



The **2025 Missoula Gives campaign** is May 1st to May 2nd. With over \$25,000 in matching challenges in place, free admission passes for gifts of \$50 or more, and the chance to win a Butterfly House Happy Hour event for up to 10 for a gift of \$100 or more, we hope you'll consider making a donation in support of our butterflies, live arthropods, and unique facility! **Contact Glenn at 406-317-1211 or glenn@missoulabutterflyhouse.org** for more info.



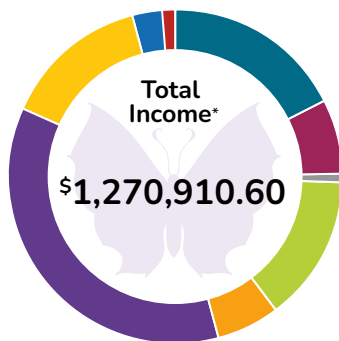
1075 South Ave. W., Suite 2
Missoula, MT 59801

EXPLORING the little things that run the world.

NON-PROFIT ORG.
U.S. POSTAGE
PAID
MISSOULA, MT 59801
PERMIT NO. 569

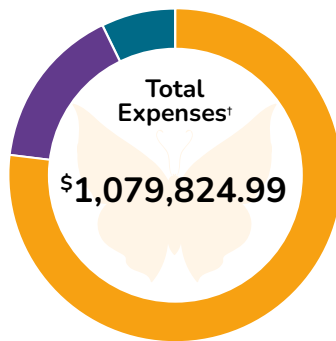
2024 FINANCIALS

As of 12/31/24, the Missoula Butterfly House and Insectarium's assets totaled **\$4,288,023.13**.



Total Income*
\$1,270,910.60

17.8% Personal Donation 7.4% Membership
0.2% Business Donations 14.2% Non Gov. Grants
6.2% Programs 36.5% Admissions
14.3% Merchandise 2.6% License Plate Revenue
0.8% Div, Int, & Misc



Total Expenses†
\$1,079,824.99

77.2% Education Program 15.6% Management & Admin
7.2% Fundraising

* \$26,025 for Capital Campaign

† Not included are final capital campaign expenditures of \$504,253.45 for construction, loan interest, equipment, exhibits, and consultants (reflected by a decrease in assets).



Missoula Butterfly House & Insectarium Board of Directors

Lisa Verlanic Fowler, *President*
Retired Teacher, Florence-Carlton School

Kathryn Herman, *Vice President*
Teacher Assistant, Missoula Community School

Marcy Allen, *Treasurer*
Executive Director, Missoula Community Foundation

Michael Carter, *Secretary*
Retired Wildlife Biologist

Michael Kuntz
Senior Structural Engineer, HDR

Jen Marangelo
Executive Director, Missoula Butterfly House and Insectarium

Lucca Scariano
Financial Advisor, Edward Jones

MBHI STAFF

Stacy Carr-Poole, Operations Director
Dr. Scott Debnam, Live Collections Assistant
Shelby Fisher, Administrative Coordinator
Andie Hernandez, Lead Animal Keeper
Madeline Kleeman, Museum Interpreter & Naturalist
Kate Likvan, Gift Shop Manager
Glenn Marangelo, Development Director
Jen Marangelo, Executive Director

Sophiane Nacer, Outreach & Events Coordinator
Hallee Olsen, Museum Assistant
Brenna Shea, Science Writer and Educator
Ashley Sinclair, Visitor Relations Coordinator
Rob Taylor, Lead Horticulturalist
Carolyn Taber, Education Coordinator
Savannah Thompson, Museum Assistant