

FROST  
SCIENCE

# Impact Report

FISCAL YEAR 2025

IT'S OUR  
WORLD,  
EXPLORE IT.



# About Frost Science

## Our Mission

Frost Science inspires and connects people of all ages and backgrounds to enjoy science and technology, and to better understand ourselves and our world.

## Our Vision

The universe is astounding. We see science as a pathway to understand its wonder, facing its challenges and navigating a sustainable future. Our vision is to create compelling STEM (science, technology, engineering and math) education that inspires learning and innovation and enables people to explore real, rigorous science.



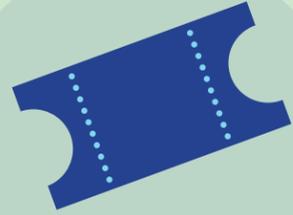
**Museums play a vital role in sparking curiosity and shaping how people understand the world. At Frost Science, we carry both the power and the responsibility to present science in ways that are engaging, accessible, and inspiring for learners of every age. By reimagining how science is experienced, we invite our community to explore, question, and discover—because curiosity is the foundation of progress.**

**DR. DOUGLAS A. ROBERTS**  
President & CEO, Phillip and Patricia Frost Museum of Science

# FY2025 By the Numbers



9,500+  
member  
households



518,000+  
guests visited



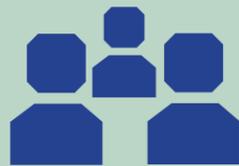
130,000+  
people of all ages  
reached through  
educational  
experiences



Open year-round  
for discovery and  
exploration



3,600+  
shows played in the  
Frost Planetarium



5 million+  
guests have visited  
since opening in 2017



82+  
institutions  
engaged in  
collaborations

Frost Science's  
total economic impact  
(estimated as direct,  
indirect, and induced impact)  
is **\$82.7 million** annually  
in Miami-Dade County and  
**\$103.2 million** across the  
State of Florida.

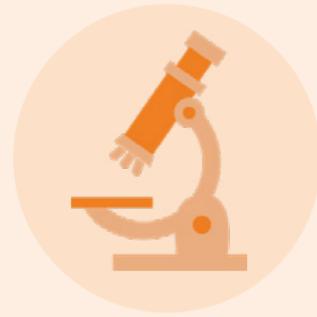


Visitors to  
Frost Science bring in an  
estimated fiscal tax revenue of  
**\$461,000** to the City of Miami,  
**\$1.5 million** to Miami-Dade  
County, and **\$3 million** to the  
State of Florida annually,  
a total tax revenue of  
nearly **\$5 million**.

*The above impact figures are from the ConsultEcon, Inc. Management & Economic Insight study, prepared for the Phillip and Patricia Frost Museum of Science in April 2024.*

# Educating Young Scientists

At Frost Science, we champion play-based learning as a powerful pathway to discovery, creating meaningful opportunities for young learners from every background to engage with science and the world around them. Award-winning camps inspire children and teens, while our outreach initiatives extend the museum's reach into classrooms and neighborhoods, ensuring science is accessible to all.



## MINI-ME SCIENCE: INTO THE WILD

*Mini-Me Science: Into the Wild* is an educational experience for families with young children. This program invites early learners to explore South Florida's diverse habitats. Each session features hands-on activities, nature walks, storytelling, and mindfulness, helping children build lasting connections with the world around them.



## TECH LAB CLUB

*Tech Lab Club* offers an immersive semester-long learning experience for children ages 6-11. During each session, participants explore, tinker, design, engineer, and interact with technology such as robotics and coding.

### BY THE NUMBERS

**51,600**

students visited the museum on field trips, 12,300 of them for FREE

**340**

educators participated in Frost Science professional development sessions

**387**

families attended Mini-Me Science and Tech Lab programming

**4,000+**

students in 204 Voluntary Prekindergarten (VPK) classrooms received our Early Childhood Hands-On Science (ECHOS) curriculum

**985**

science campers enjoyed 12 weeks of Frost Science's award-winning summer, winter, and spring camps

**1,900**

students participated in our STEM Designation program, a partnership with Miami-Dade County Public Schools



# Training the Next Generation

At Frost Science, we support local high school students in immersive STEM learning and career readiness opportunities. Our STEM Challenge program prompts students to think critically about real-world issues, offering direct pathways to higher education through college scholarships. Our Upward Bound Math and Science program has been a staple at the museum for 25 years, preparing high school students to go to college and pursue careers in STEM.



## UPWARD BOUND MATH AND SCIENCE

The Frost Science Upward Bound Math and Science (UBMS) program enrolls 65 students from Title I schools in the Miami area in a four-year, after-school, weekend, and summer science program. Since its founding 25 years ago, Frost Science's UBMS program has made a lasting impact on over 1,000 students, with approximately 95% going to college—the majority being the first in their families to do so.



Your Shores is just one of four tracks in the museum's UBMS program! The others are Community Action Projects for the Environment; Storytelling through Arts, Technology and Science; and Video Game Design.

## YOUR SHORES

Your Shores gives UBMS students interested in marine science formative, hands-on experiences in the field. Your Shores alleviates obstacles associated with pursuing a career in marine science by providing stipends, opportunities to earn scuba certifications, college readiness seminars, and real research experience to students. In FY2025, six students participated, five of whom are interested in pursuing a STEM career in college.

In August 2024, we kicked off the first-ever STEM Challenge for middle and high school students in Miami-Dade County and the surrounding areas. More than 1,500 participating students used the engineering design process to create innovative solutions to real-world problems related to Frost Science's core disciplines of marine science, health, paleontology, and astronomy.

Top students were invited to the STEM Challenge Expo at Frost Science on Saturday, May 10, 2025, to present their work to a panel of expert judges. Through a rigorous judging process, 30 students were awarded college scholarships covering one to four years of tuition.



**BY THE NUMBERS**

- 54** projects submitted
- 92** local educators engaged
- 50** judges
- 89** students attended the Expo
- 30** student scholarships awarded

Generously funded by the Glenn W. Bailey Foundation



# Bringing Science to Life

Every day, Frost Science educators transform the museum into a dynamic environment for discovery through engaging and immersive programming. Guests can examine real coral skeletons, journey across the cosmos in the Frost Planetarium, and witness dramatic live science demonstrations. These hands-on experiences spark curiosity, deepen understanding, and inspire the next generation of scientists and explorers.



## SCIENCE SHOWS

Our science shows engage guests through high-energy demonstrations that make complex concepts tangible, interactive, and fun. By blending audience participation and clear scientific storytelling, these shows consistently draw large crowds. In FY2025, we exploded pumpkins, hosted puzzling science trivia, created chilling liquid nitrogen clouds, and even breathed fire to teach audiences about the world around us.



## SPARKS OF SCIENCE

Sparks of Science offers bite-sized, hands-on experiences that make complex science content more accessible. These pop-up activities increase spontaneous engagement and invite guests to explore scientific ideas in approachable, memorable ways. In FY2025, we offered four seasonal passport programs with Sparks of Science activities. Guests were given themed passport cards and challenged to complete all the corresponding science activities throughout the museum. Anyone who filled their passport earned a science prize!

# Frost Planetarium

FY2025 marked a year of expanded programming and new creative possibilities in the Frost Planetarium, driven by strong partnerships and collaboration with Miami-Dade County's vibrant community. New and original shows harness the Planetarium's state-of-the-art 8K projection system, capable of displaying 16 million colors, along with immersive surround sound and a sweeping dome screen. Together, these technologies transport audiences on breathtaking visual journeys through the natural world and beyond.

*Astro's Adventure*, developed by students at Miami Dade College's Miami Animation & Gaming International Complex (MAGIC), takes visitors on an immersive space expedition and underscores the museum's dedication to fostering STEM skills in the next generation of learners.



*UniVERSE* is an original short film developed collaboratively between Frost Science, O, Miami, and Topos Graphics. This project features poetry written by Miami-Dade County residents and K-12 students, illustrating the wonders of space and the beauty of South Florida's land and bodies of water.



### BY THE NUMBERS

**325,500+**  
guests engaged in the  
Frost Planetarium

**900+**  
guests saw a show per  
day, on average

### BY THE NUMBERS

**29,000+**  
guests engaged through  
Sparks of Science and  
Science Shows

**26**  
unique  
Sparks of Science  
activities executed

**198**  
performances of  
Frost Science-exclusive  
Science Shows

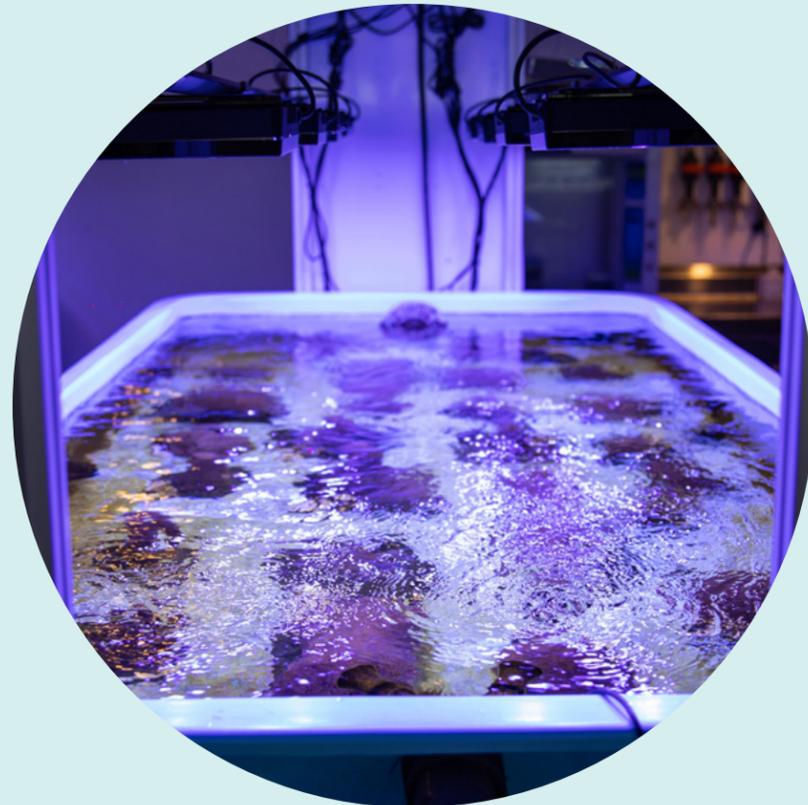
# Caring for Florida Wildlife

Frost Science is home to a diverse collection of Florida native wildlife, offering guests rare opportunities to encounter and learn about the species that define our state's ecosystems. Our dedicated team of biologists and animal care professionals provide expert care for these animals year-round, advancing our commitment to conservation, education, and responsible stewardship.



## ADVANCING LIVING COLLECTIONS AND CONSERVATION

The team successfully introduced two pygmy Atlantic devil rays to the Gulf Stream exhibit. Both rays integrated successfully into our existing population of pygmy Atlantic devil rays, exhibiting strong health indicators and social behaviors.



Frost Science currently cares for more than 100 pillar coral (*Dendrogyra cylindrus*) colonies, a species listed under the Endangered Species Act in 2025 and now considered functionally extinct in Florida's Coral Reef. In the spring of 2025, Frost Science collaborated with key conservation partners to strategically reproduce pillar coral genotypes. Through this coordinated effort, 25 colonies representing genotypes already present at Frost Science were transferred to partner facilities lacking those genotypes.

These corals are vital assurance colonies, safeguarding irreplaceable genetic diversity and ensuring that biological information is not lost. This work represents a foundational step toward the long-term recovery and restoration of pillar corals on Florida's Coral Reef.

## BY THE NUMBERS

600

adult Florida reef-building stony coral colonies housed at Frost Science

8

endangered species cared for at Frost Science

1,000

dives by aquarists in museum aquariums

6.4 million

gallons of water from Biscayne Bay cycled through our aquariums

27,000

pounds of food fed to animals

## CORAL CARE AT THE BATCHELOR ENVIRONMENTAL CENTER

Located on Florida International University's Biscayne Bay Campus, Frost Science's Batchelor Environmental Center serves as a permanent home for rehabilitated animals and a hub for coral care. Leveraging our coral husbandry expertise, along with our partners at SECORE International, we introduced more than one million eggs from four native reef-building coral species, resulting in the successful settlement of over 25,000 juvenile corals. These outcomes are rigorously quantified through ongoing settlement studies, generating critical data that supports reef restoration efforts across Florida.



# Conserving Florida Ecosystems



Florida's coastal ecosystems are vital to our environment, economy, and quality of life. Frost Science leads conservation efforts through programs like Museum Volunteers for the Environment (MUVE) and the NOAA-funded National Coral Reef Conservancy at Frost Science (ReeFlorida), combining research, volunteer action, and education to protect these irreplaceable natural systems.



## CULTIVATING THE FUTURE OF FLORIDA'S REEFS

The 3rd Annual ReeFlorida Symposium gathered more than 230 researchers, conservation practitioners, educators, students, and resource managers committed to the future of Florida's Coral Reef. The four-day conference featured 80 presentations, 20 posters, four workshops, three plenaries, two roundtables, and a panel discussion, strengthening collaboration across research, conservation, and education. Frost Science staff shared advancements in coral care and preservation, including protocols for treating coral disease and the museum's pillar coral gene bank.



**I come back to the ReeFlorida Symposium every year because it is such a great opportunity to be in the same place with all the people who have the same passion and heartbeat for Florida's Coral Reef.**

**LENEITA FIX**  
Executive Director, The Reef Institute

## MUSEUM VOLUNTEERS FOR THE ENVIRONMENT

MUVE started as a small eco-art project in 2007 and has since grown into a large volunteer-based habitat restoration effort open to all. Volunteers meet monthly at Virginia Key North Point and Crandon Park to remove invasive and nuisance vegetation, plant native species, and clean trash from local beaches. In 2025, MUVE began developing techniques to grow sea oats from seeds in hopes of providing our coastlines with more native vegetation.



**BY THE NUMBERS**

<b>775</b> MUVE volunteers dedicated a collective 1,700 hours to coastal enhancement	<b>10,134</b> native plants planted	<b>2,000</b> pieces of trash removed from local beaches
<b>36</b> partner organizations engaged through MUVE and ReeFlorida	<b>136,000+</b> museum guests educated about corals in the museum's <i>Marine Conservation WetLab</i>	<b>100</b> scientific presentations shared at the ReeFlorida Symposium

# Exhibiting Enthralling Science



Frost Science’s exhibitions create powerful entry points for guests to explore science in meaningful and memorable ways. From the stunning three-level Aquarium to seven core exhibitions and a special gallery featuring rotating shows, each space invites visitors to engage with science through immersive, hands-on experiences.

## SPECIAL EXHIBITIONS

The Hsiao Family Special Exhibition Gallery provides Frost Science with a flexible space to present traveling exhibitions that explore emerging scientific topics and expand upon themes featured throughout the museum. In FY2025, this dynamic gallery welcomed two interactive exhibitions, offering guests fresh perspectives and new opportunities for discovery.

## Bugs



*Bugs*, developed by the Museum of New Zealand Te Papa Tongarewa with Weta Workshop Limited, invited guests into the extraordinary world of insects through larger-than-life models, cinematic environments, and hands-on challenges that showcased bugs’ incredible abilities.

## AI: more than human

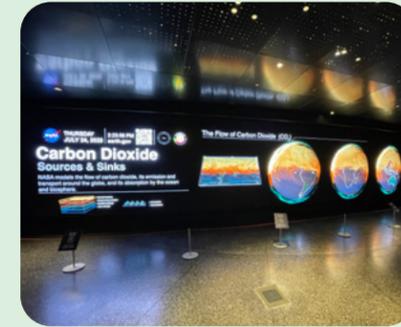
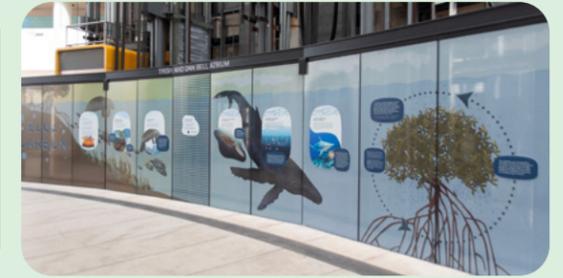


*AI: More Than Human*, curated by the Barbican Centre, offered a dynamic journey through the history and future of artificial intelligence, featuring interactive experiences and immersive digital artworks.

## NEW EXPERIENCES ACROSS THE MUSEUM

### BLUE CARBON

*Blue Carbon* is a new poster exhibit developed and designed by Frost Science that explores the ocean’s powerful role in regulating Earth’s climate. The exhibit highlights how mangroves, seagrasses, and coastal ecosystems absorb and store carbon while protecting Miami’s shoreline.



### VIZLAB

Frost Science’s *vizLab* in the Frost Planetarium transforms complex scientific data into compelling visual stories about Earth and beyond. At its center is a 40-foot, 9K-resolution curved LED display that hosts data from NASA’s Earth Information Center. Using decades of satellite observations and real-time data, the experience allows guests to explore changes in sea level, air quality, biodiversity, wildfires, and more.

### THE SUNSPOT

*The Sunspot* rooftop exhibition was enhanced with the addition of the new Cosmic Overlook, offering guests new ways to explore astronomy through interactive experiences. Visitors can become a human sundial, explore the Cosmic Calendar to understand the history of the Universe, and observe detailed views of the Sun through the ‘Window to the Cosmos’ display.



### VR EXPERIENCE

The new Immersive Voyager virtual reality experience transports guests into extraordinary environments—from diving alongside sharks and swimming with humpback whales to encountering a *Tyrannosaurus rex*. Featuring motion-based seating and 360-degree visuals, this dynamic experience adds an exciting new dimension to science exploration at Frost Science.

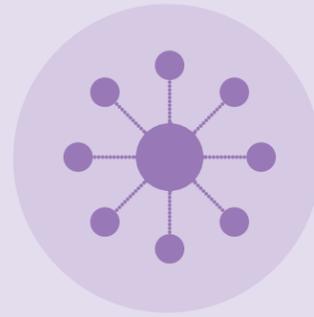
### IMMERSIVE THEATER EXPERIENCES

Frost Science expanded its exhibitions with new mini theaters that deepen how guests experience science through immersive storytelling. A space theater in *Feathers to the Stars* invites visitors to explore solar eclipses, space missions, and distant worlds through interactive visualizations. In The Dive level of the Aquarium, Frost Science collaborated with the National Oceanic and Atmospheric Administration’s Atlantic Oceanographic and Meteorological Laboratory to develop *Unlocking the Secrets of Resilient Corals*, a theater experience highlighting research on urban coral resilience.



# Inspiring Wide Audiences

Frost Science is committed to engaging diverse audiences by presenting timely and relevant science in accessible and meaningful ways. Through LIVE@Frost Science, Science Conversations, and nightLAB evening programming, the museum creates opportunities for our community to connect with science through dialogue, immersive experiences, and shared discovery. These programs foster curiosity and invite guests to explore science from new perspectives.



## SEEN AT FROST SCIENCE

### DR. SAAD BHAMLA

inventor and associate professor at Georgia Institute of Technology

### MIAMI'S CLIMATEREADY TECH HUB

### DR. CINDY REGAL

physics professor at University of Colorado, Boulder

Florida Artists Hall of Fame inductee **XAVIER CORTADA** and Cortada Foundation Executive Director **ADAM ROBERTI**

### DR. MARK FINLAYSON

professor and researcher at Florida International University

### DR. DENISE HERZING

founder and research director of Wild Dolphin Project

### DR. PAUL M. SUTTER,

associate research scientist at Johns Hopkins University

AND MORE!

## SIGNATURE SCIENCE DAYS

In FY2025, Frost Science hosted eight special themed science days, creating opportunities for families and community members to engage with science in fun, meaningful, and memorable ways. These celebrations—including Technology and Engineering Day, World Ocean Day, Earth Day, Spooky Science, and the Family Fun Festival—featured hands-on activities, live demonstrations, and interactive experiences designed to spark curiosity and inspire exploration. By connecting science to real-world topics and seasonal moments, these events welcomed new audiences, encouraged repeat visitation, and strengthened Frost Science's role as a vibrant community resource.



## NIGHTLAB

nightLAB invites adult audiences to experience Frost Science after hours through programming that blends science, culture, and community. These themed evening events offer exclusive access to the museum, featuring interactive activities, Frost Planetarium shows, and engaging presentations from leading scientists and experts. In FY2025, nightLAB explored topics ranging from the unexpected intersections of science and everyday life in *Weird Science*, to the influence of artificial intelligence in *Beyond the Algorithm*, and the power and resilience of the natural world in *Nature Unleashed*.

## SCIENCE CONVERSATIONS

Science Conversations is a new series that brings Miami's community leaders together for intimate dinners centered on dialogue with leading scientists. In FY2025, Frost Science hosted its inaugural event featuring world-renowned paleoanthropologist Lee Berger, whose groundbreaking discoveries are reshaping our understanding of human origins. Through candid conversation and personal insight, guests experienced a rare opportunity to hear firsthand how scientific discovery challenges assumptions and deepens our understanding of the past.



### BY THE NUMBERS

15,000+

guests engaged through Signature Science Days

1,900+

attendees at LIVE@Frost Science and Science Conversations events

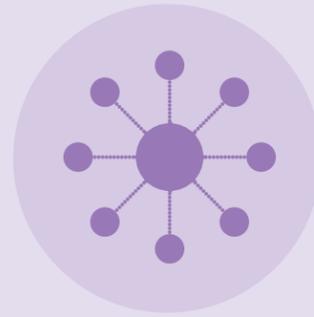
3,700+

attendees at three nightLAB events

11 lectures by high-profile scientists through our LIVE@Frost Science, Science Conversations, Evening of Discovery fundraiser, and nightLAB

# Engaging Our Community

Frost Science is more than a museum—it is a trusted community resource and partner in expanding access to science. We extend our reach beyond our walls through programs that bring hands-on science experiences directly into neighborhoods across Miami-Dade County. From hosting our free annual science festival to delivering educational programming in libraries, community centers, parks and schools, and providing a venue for important civic gatherings, Frost Science serves as a hub for learning, connection, and community engagement.



## FAMILY FUN FESTIVAL

In November 2024, Frost Science hosted its 2nd Annual Family Fun Festival, welcoming an estimated 6,000 guests to the outdoor Knight Plaza for a free day of science, discovery, and community celebration. The plaza came alive with explosive live science demonstrations, hands-on activities designed for learners of all ages, and opportunities to engage with Frost Science educators and community partners. Guests also enjoyed vibrant musical performances and interactive experiences that blended science with culture and creativity. By removing financial barriers and creating an inclusive, festival-style atmosphere, the Family Fun Festival expanded access to science and strengthened Frost Science's connection with families across Miami-Dade County.

## BY THE NUMBERS

5,700+ learners reached through 96 outreach programs

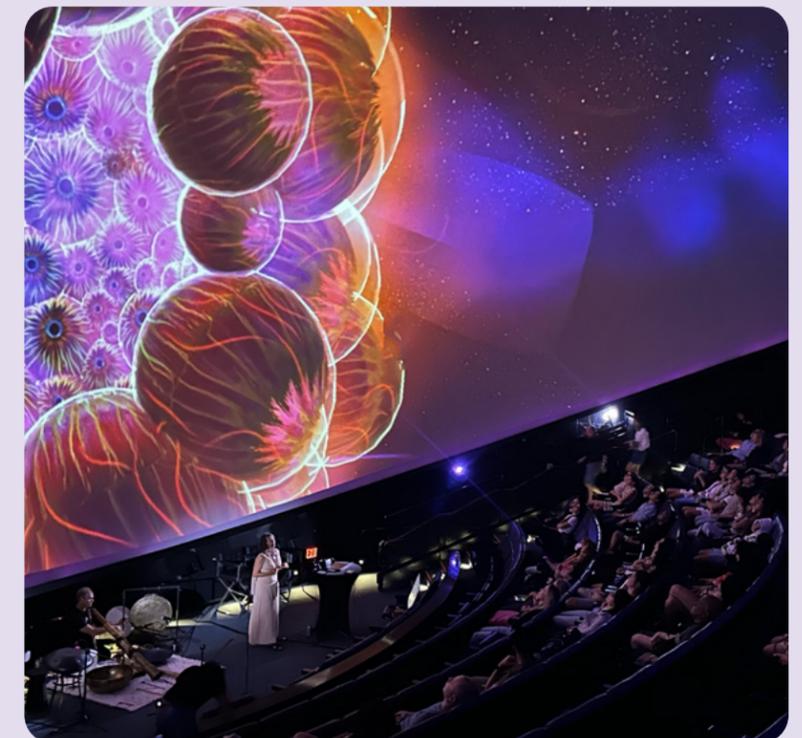
Outreach team traveled a combined 2,100 miles to bring science into the community

6,000+ people attended a Family Fun Festival

400+ youth from Miami-Dade County engaged in our summer camp curriculum through youth development program GEN2050

## FILMGATE FUSION

Through its ongoing partnership with FilmGate Miami, with support from the Knight Foundation, Frost Science continues to explore the intersection of science, technology, and art through the innovative FilmGate Fusion series. Hosted in the Frost Planetarium, these immersive events bring together leading audiovisual creators from around the world to present groundbreaking performances that blend storytelling, artificial intelligence, music, and visual media within the planetarium's 360° dome. In FY2025, audiences experienced unique programs such as DRIFT, a live multimedia performance combining AI-driven visuals, theater, and sound, as well as special events focused on mental health and emerging technologies.



# Increasing Accessibility for All

Frost Science is committed to expanding access to science so that curiosity and discovery are available to everyone. Through inclusive programming, community partnerships, and initiatives that reduce barriers to participation, we create welcoming spaces where learners of all backgrounds can engage with science in meaningful and empowering ways.

## JUST FOR ME

Frost Science's award-winning *Just for Me* program creates welcoming, sensory-friendly experiences for guests with diverse needs and their families. During these dedicated hours, sound and lighting levels are thoughtfully adjusted throughout the museum, and participants enjoy engaging, hands-on science activities led by our education team.

## EXPERIENCING SPACE THROUGH TOUCH AND SOUND

Frost Science introduced *Stellar Beginnings and Endings*, a tactile exhibit that expands access to astronomy through multisensory design. Featuring tactile images inspired by observations from the James Webb Space Telescope, the installation uses raised textures, integrated lighting, and audio elements to translate complex cosmic imagery into an experience that can be explored through touch and sound.

## BLUE STAR MUSEUMS

Through our annual participation in Blue Star Museums, Frost Science offers free summer admission to active-duty military families, expanding access and honoring their service.



## COMMUNITY ACCESS

Frost Science provides free and discounted admission to first responders, active-duty military personnel and veterans, seniors, and other eligible groups, and participates in community access initiatives such as the Miami-Dade Public Library System Museum Pass Program, Golden Ticket, and the Culture Shock program through the Miami-Dade County Department of Cultural Affairs. Frost Science also supports Title I schools by connecting students with meaningful science learning opportunities and provides complimentary tickets to nonprofit organizations serving families across Miami-Dade County.

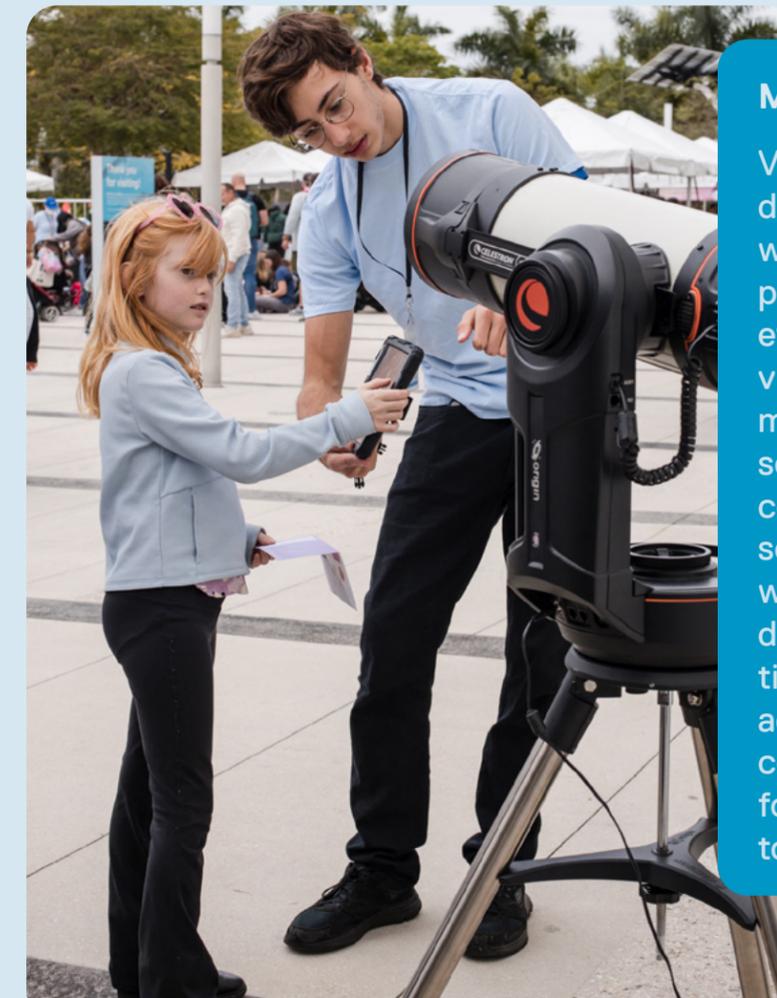
# Supporting Interns and Volunteers

Frost Science invests in the next generation of scientists, educators, and museum professionals through a wide range of internship and volunteer opportunities. In partnership with organizations such as the Smithsonian Institution, Miami Dade College, and Miami-Dade County Public Schools, these programs provide hands-on experience that builds skills, confidence, and career pathways in STEM and cultural institutions.

## MUSEUM INTERNS

In FY2025, Frost Science hosted more than 25 high school and college interns, providing meaningful, hands-on learning experiences across the museum. In collaboration with partner institutions, interns supported summer camps and educational programming, assisted with collections management and research, and contributed to coastal ecosystem restoration initiatives. Through these opportunities, students gained practical skills and professional mentorship while advancing the museum's mission. The following institutions partnered with Frost Science to support internship programming this year.

- ✓ Miami Dade College Department of Museum Studies
  - ✓ Miami-Dade County Public Schools
  - ✓ Smithsonian Institution Leadership for Change
  - ✓ Smithsonian Institution Young Ambassadors Program
  - ✓ University of Miami Rosenstiel School of Marine, Atmospheric, and Earth Science
- ...and more!



## MUSEUM VOLUNTEERS

Volunteers play a vital role in supporting daily museum operations, assisting with guest engagement, educational programming, exhibitions, and special events. Their dedication enhances the visitor experience and strengthens the museum's ability to deliver high-quality science education, while fostering a community of passionate advocates for science and lifelong learning. In FY2025, we worked alongside 108 volunteers who dedicated nearly 6,000 hours of their time assisting our museum team. An additional 775 people restored Miami's coastlines through Museum Volunteers for the Environment (MUVE), for a grand total of 883 volunteers.

## BY THE NUMBERS

157

Title I schools received free field trips to Frost Science

57,000+

free and/or discounted admission tickets provided through various programs

602

museum tickets distributed to *Just for Me* participants

# Leading on Sustainability

Sustainability is central to Frost Science’s mission, reflected in both our conservation work and our LEED Gold–certified facility. In FY2025, we expanded this commitment through new sustainability initiatives at Food@Science, our onsite café operated in partnership with Constellation Culinary Group. These efforts advance environmentally responsible practices and reinforce the museum’s role as a leader in promoting stewardship through both our operations and our guest experience.



## LEADING BY EXAMPLE IN SUSTAINABILITY

Frost Science continues to integrate sustainable practices across its operations, reducing environmental impact and modeling responsible stewardship. Food@Science has transitioned to nearly plastic-free service, using aluminum, bamboo, and sugarcane-based materials while exclusively serving sustainably sourced seafood. Internally, the museum’s Sustainability Committee has expanded recycling efforts to divert hard-to-recycle materials such as batteries, markers, plastic bags, and other waste from landfills. Frost Science has also developed a sustainable event guide to help external partners host environmentally responsible events.

## TURNING WASTE INTO IMPACT

Frost Science’s partnership with Miami-based Compost for Life continues to advance the museum’s commitment to sustainable operations and waste reduction. Through composting efforts at Food@Science, food scraps and organic materials are diverted from landfills, helping reduce environmental impact and support healthier ecosystems. In FY2025 alone, Frost Science composted 42,776 pounds of material—an environmental benefit equivalent to avoiding the emissions from driving more than 42,000 miles, powering over 1.1 million smartphone charges, or growing more than 280 tree seedlings.



# Awards and Recognition

Frost Science’s impact and leadership are reflected in the recognition we receive from our peers, partners, and the broader community. From prestigious awards to prominent media coverage, these honors highlight the museum’s role as a trusted voice in science education, conservation, and cultural life. Together, they underscore our continued commitment to excellence and innovation.

Superintendent’s Choice Award for Outstanding Community Partner,  
Miami-Dade County Public Schools

Favorite Camp Program – Miami by South Florida Family Life

Best Museum in Miami 2025 “Reader’s Choice Award” by Miami Kids Magazine

Miami Herald “Miami-Dade Favorites” Silver award for Favorite Museum

Miami Herald “Miami-Dade Favorites” Bronze award for Favorite Museum

# Expanding Our Reach

Frost Science’s marketing and communications efforts expand the museum’s visibility and connect the public to its exhibitions, programs, and scientific initiatives. Through a coordinated strategy spanning social media, email marketing, website and digital platforms, earned media, collaborative partnerships, and more, the museum shares stories of discovery, innovation, and community engagement with audiences locally and around the world.

## BY THE NUMBERS

612

media placements

14.2B

estimated media impressions

230,665

social media followers

36.3M

social media impressions

# Advancing Scientific Research and Knowledge

Frost Science contributes to the advancement of scientific knowledge through ongoing research, publications, and scholarly collaboration. Our scientists and partners lead studies that support conservation, expand science education, and deepen understanding of our planet's past and present. From coral reef restoration and education research to groundbreaking paleontology work, including exciting dinosaur discoveries that shed new light on prehistoric ecosystems, Frost Science plays an active role in generating knowledge and sharing it with the global scientific community. Through peer-reviewed publications, books, and collaborative research, our work extends the museum's impact far beyond our walls.

## RESEARCH ARTICLES

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# Supporting Frost Science

Philanthropic support plays a vital role in advancing Frost Science's mission to inspire curiosity, share knowledge, and strengthen our community through science. Contributions from generous donors, partners, and supporters make it possible to develop innovative exhibitions, expand access to science education, advance conservation research, and serve learners of all ages. Signature fundraising events bring together passionate advocates for science and help ensure Frost Science remains a vibrant resource for discovery and lifelong learning.

## AN EVENING OF DISCOVERY: JOURNEY TO SPACE

On September 26, 2024, Frost Science welcomed more than 150 cultural philanthropists, civic leaders, and science enthusiasts for its signature fundraising event, *An Evening of Discovery: Journey to Space*. The evening began with an intimate reception featuring performances by students from the Frost School of Music and an exclusive preview of the special exhibition, *Journey to Space*. Guests then gathered in the Ocean Gallery for a program and dinner featuring remarks from Frost Science President & CEO Dr. Doug Roberts and lead supporter Dr. Phillip Frost, alongside distinguished civic leaders including Miami-Dade County Mayor Daniella Levine Cava, City of Miami Mayor Francis X. Suarez, and State Representative Vicki L. Lopez. The evening culminated with a keynote presentation by astrophysicist Dr. Paul Sutter, whose reflections on the universe inspired and captivated attendees.



## FAMILY FUNRAISER

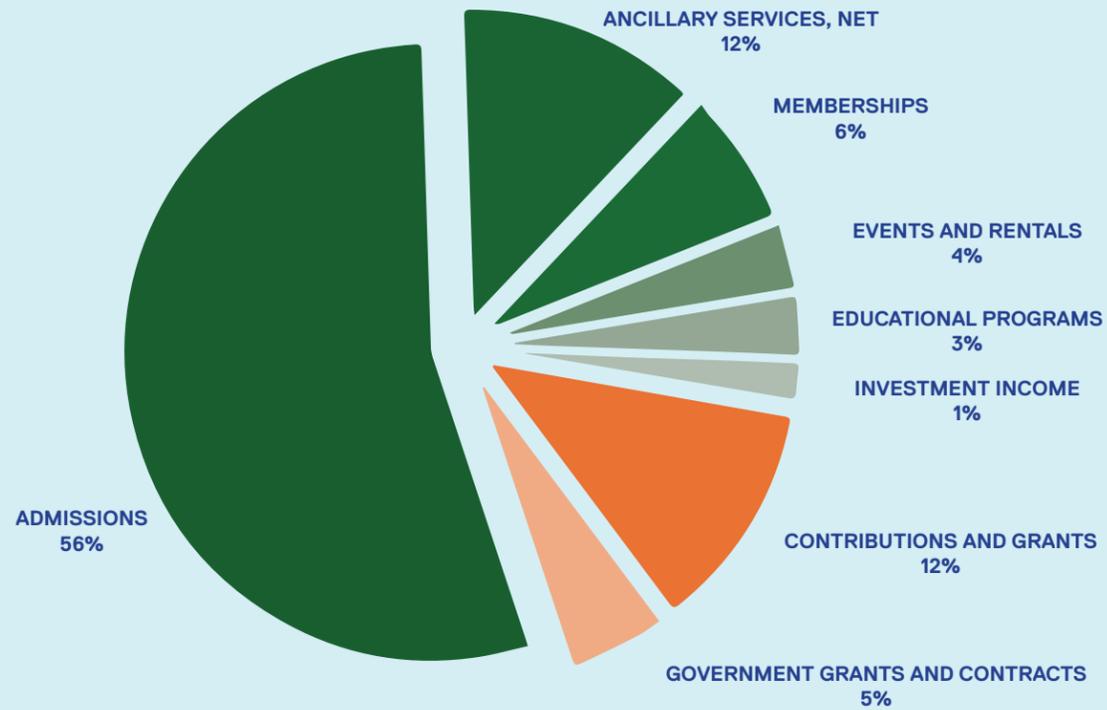
On August 23, 2025, Frost Science hosted its first-ever Family FUNraiser, welcoming families for a joyful afternoon of science, exploration, and philanthropy. Guests experienced interactive exhibits, hands-on activities, and special programming designed to inspire curiosity while supporting the museum's mission. The event created a meaningful opportunity for families to engage with science together while contributing to the continued growth of Frost Science's educational programs and community impact.



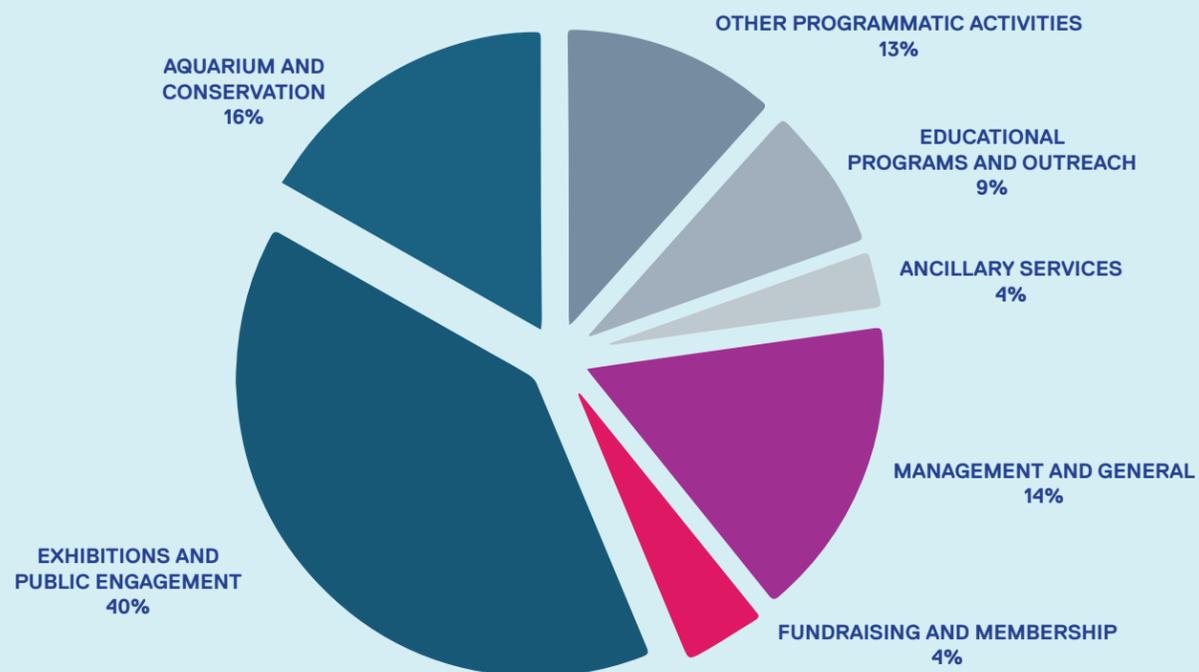
# Financials and Advancement

In FY2025, our operating budget was \$22.2 million.

## REVENUE



## EXPENDITURES



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Frost Science is very grateful to the individuals, institutions, foundations and corporations who collaborate with us and make our work possible. We also thank our members and community for their dedicated support throughout FY2025.

## OCTOBER 2024 – SEPTEMBER 2025

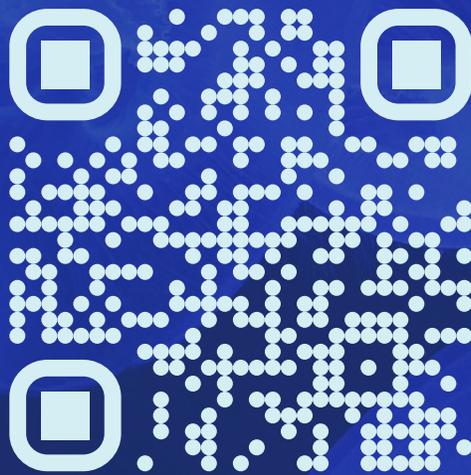
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The Phillip and Patricia Frost Museum of Science is supported by the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners of Miami-Dade County. This project is supported by the Building Better Communities Bond Program and the City of Miami. Sponsored in part by the State of Florida, Department of State, Division of Arts and Culture, the Florida Council on Arts and Culture, and the National Endowment for the Arts. The museum is accredited by the American Alliance of Museums, is an affiliate of the Smithsonian Institution and a member of the Association of Science and Technology Centers.