

The Strong National Museum of Play 2022

This past year was a time of building and growth—preparing for what will be our biggest and most exciting year since the museum’s opening in 1982! We grew our annual attendance back to nearly 500,000 guests after coming through the pandemic; made massive progress on our 90,000-square-foot expansion; added significantly to our collections and archives; opened new play spaces and an expanded Woodbury School; and continued to emphasize inclusion, diversity, equity, and accessibility (IDEA) in all museum activities. As we look forward to the grand opening of the expanded museum on June 29 & 30, 2023, here are some of the many projects and programs that helped us get to this point.

MUSEUM EXPANSION AND CAMPAIGN

- Continued work on our 90,000-square-foot expansion—the centerpiece of the larger Neighborhood of Play
- Secured a \$7.5 million grant from the U.S. Economic Development Administration in support of The Strong’s \$60-million campaign
- Announced a \$3.25 million campaign commitment from the Hassenfeld family to develop the all-new *Hasbro Game Park* and *Board Game Place* exhibits
- Received additional capital funding from Empire State Development, Market New York, the New York State Council on the Arts, and other government entities
- Raised more than \$445,000 at the museum’s annual Play Ball gala—our most successful Play Ball to date!

ATTENDANCE AND OUTREACH

- Served nearly 500,000 onsite guests—returning to nearly pre-pandemic attendance numbers
- Continued to offer free and reduced admission to tens of thousands of children and families in need
- Partnered with the Rochester Area Community Foundation and regional advocacy and educational groups to provide free museum admission and special programming for the local community on Juneteenth
- Implemented a new community access program in collaboration with Anthony Jordan Health Center to provide free museum admission to Jordan Health clients and to promote community wellness

EXHIBITS AND PROGRAMS

- Opened an expanded and renovated Woodbury School to serve preschool and early-kindergarten students
- Opened the Play Lab, a maker space where guests can explore art, creativity, and invention
- Published three online exhibits, including “Jerry Lawson: The Black Engineer and Entrepreneur Who Changed Video Games”
- Created more than a dozen new programs and collections displays to celebrate diversity in play
- Integrated with Generation Two (G2), a volunteer-driven not-for-profit that delivers child-directed play into area classrooms





COLLECTIONS AND SCHOLARSHIP

- Surpassed more than 525,000 collection items
- Focused on adding items that reflect diversity and inclusion, including representatives of diverse products in the Barbie doll line
- Performed dozens of conservation treatments on collections and archival materials
- Published three issues of the *American Journal of Play*

LIBRARY AND ARCHIVES

- Surpassed more than 130,000 volumes in the library collection, including more than 68,000 trade catalogs from the doll, toy, and game industries
- Added significant materials to the holdings of the National Archives of Game Show History, including scripts, production information, photographs, and video interviews with game show industry figures
- Acquired records of the Doll Collectors of America (DCA) and several prominent experts in child development, toys, and gaming
- Completed transcription of more than 3,300 pages from the diaries of prolific game designer Sid Sackson

TOYS

- Inducted Lite-Brite, the top, and Masters of the Universe into the National Toy Hall of Fame
- Acquired key toys, games, and photographs to enhance the representation of diversity in toys and play through the years
- Celebrated Toy Industry Hall of Fame inductees from Pressman Toy Corporation (Jim Pressman), PlayMonster (Bob Wann), and Playskool Institute (Lucille King)

VIDEO GAMES

- Inducted *Dance Dance Revolution*, *The Legend of Zelda: Ocarina of Time*, *Ms. Pac-Man*, and *Sid Meier's Civilization* into the World Video Game Hall of Fame
- Appeared in the History Channel's "The Toys that Built America" game and toy episodes
- Installed *Raceway Arcade*, an exhibit exploring the history of racing games
- Hosted an onsite and virtual Women in Games: Gaming for All celebration featuring prominent women in the video game industry
- Acquired Al Alcorn's Home Pong Chip prototype