Above: Sphero robots and block coding at the Drive Maze in SAMSAT AREA 21®.

Below: SAMSAT intern Fernando Garcia learns about video production during R20 Premiere Esports.
Dear Friends of SAMSAT,

In 2023 SAMSAT enjoyed a boost from the new SAMSAT AREA 21® exhibit, celebrating 21st century technology, located in the beautiful Boeing Center at Tech Port. The increased capacity and scope is contributing to our mission of inspiring children and adults alike to explore and engage in the world of STEM. SAMSAT has continued an extraordinary policy of free admission to the public even after expanding to be open seven days a week. The comments from our guests have also been extraordinary!

SAMSAT’s educational programs grew rapidly in 2023. Our ever-growing number of students served reached 24,000, through field trips, school outreach, summer camps, and sponsored programs. Among our new programs were afterschool STEM classes and elementary student camps. All programs focus on core technologies related to high-tech and high-paying careers, many on the Port San Antonio campus. We are proud to have provided scholarship experiences to 6,500 under-resourced and Title 1 students.

In addition, we embraced our student interns from local non-profits, high-school and college partners, interns who “work and learn” by assisting in delivery of educational programs, exhibit design and construction, and administrative tasks. Our intern program touched 72 students in 2024, an all-time record for SAMSAT. Please come see their handiwork!

SAMSAT’s permanent museum collection received an incredible world-class gift of lighting artifacts from NELA Park, that will be incorporated in future exhibits. Speaking of future exhibits, we are excited to announce the upcoming launch of the new Tech History Exhibit opening in the summer of 2024, at the SAMSAT Education Center, located directly across the street from SAMSAT AREA 21. This exhibit will display many world-class artifacts and examples of innovation and invention in the fields of communications, computing, information technology and cyber security. Stay tuned for announcement of a new exhibit sponsored by the Institute of Electrical and Electronics Engineers (IEEE) that will also premiere this summer at SAMSAT.

In closing, we are very thankful for the kind support from Port San Antonio, the Kelly Heritage Foundation, Boeing and the many other sponsors and donors who make SAMSAT’s services and growth possible. Thank you for being a spark for I3 - Inspiration, Innovation and Invention in San Antonio and beyond.

David A. Monroe
Chief Executive Officer
In 2014, a whitepaper was written about developing a science and technology museum for San Antonio. At the time, our city was the largest in the United States without a technology-focused museum.

In 2015, SAMSAT launched as a prototype.
In 2017, the SAMSAT Preview Center opened at Port San Antonio.
In 2020, the SAMSAT Education Center opened at Port San Antonio.
In 2022, SAMSAT opened SAMSAT AREA 21® at the Boeing Center at Tech Port, celebrating 21st century innovations.
In 2023, the Boeing Aerospace Adventure opened in SAMSAT AREA 21.

In 2023, SAMSAT, San Antonio’s science and technology museum, served 24,000 students and 15,000 total visitors.

Left: The prototype museum at e-Watch Corporation.
Below: Mayor Nirenberg during the SA Smart Mayor’s Challenge, in the SAMSAT Preview Center at Port San Antonio
18,000 jobs. Aerospace, aviation, advanced manufacturing, robotics, and more.
Opened in August of 2022, SAMSAT AREA 21® celebrates 21st century invention and innovation. It is open to the general public, and it hosts SAMSAT’s 21 DISCOVERY™ field trips and other educational programming for schools and students. Inside, you’ll find factory robots, an autonomous car, a Cyber City, a Cyber & Space Operations Center, Moon 3D printing, Tesla coils, medical technology, and…

…the Boeing Aerospace Adventure!
Operations Center
Cyber Operations or Launch Control

Factory Robot
Intern Hologram
Cyber City
Student Docent
SwRI Autonomous Vehicle
2023 ATTENDANCE
MUSEUM AND PROGRAMS

38,883

STUDENTS
24,016

ADULTS
14,827

Title I and underrepresented students
19,194
81.1%

EVENTS
1,057
WHO WE SERVED IN 2023

School Systems Served

Comal ISD
Compass Rose
East Central ISD
Edgewood ISD
Harlandale ISD
Harmony Schools
Jubilee
Judson ISD
Lackland ISD
North East ISD
Northside ISD
Poteet ISD
Randolph Field ISD
San Antonio ISD
Schertz-Cibolo ISD
School of Science & Technology
South San Antonio ISD
Southside ISD
Southwest ISD

Other Clients, Partners, Guests

Autonomous Air Mobility Command
Big Brothers Big Sisters
Boy Scouts
Boys and Girls Club
City of San Antonio International Office
City of San Antonio Parks & Recreation
Family Service
Gear Up
Girls Inc.
greater:SATX
Leadership San Antonio
Masters Leadership Program
National Society of Black Engineers
Palo Alto College
PreFlight Aviation Camp
Salvation Army
San Antonio College
San Antonio Report
San Antonio Greater Chamber
San Antonio Hispanic Chamber
Texas Public Radio
United Way
Upward Bound
SAMSAT’s education programs serve students from elementary school to college. We host field trips, conduct outreach at schools, run afterschool programs, run summer camps, host interns, and operate special programs supported by our sponsors.

In all our programs, we’re guided by this strategy:

**INSPIRATION**
Open students’ eyes to possibilities they had not considered before.

**ENGAGEMENT**
Put students’ hands on STEM, so they experience what STEM is like.

**PATHWAYS**
Every time we see students, highlight pathways to local STEM education programs and careers.
Classes at SAMSAT AREA 21®

21DISCOVERY™ classes bring students to SAMSAT for a tour and a hands-on experiences in cyber, aerospace, robotics, coding, energy, advanced manufacturing and more. In each class, we highlight education pathways and careers in the San Antonio area.
Boeing STEM Academy

The Boeing Company is a long-term sponsor of Boeing STEM Academy, SAMSAT’s 12-session engineering design course. We teach students engineering design principles, and they earn a certificate and digital badge for their resume. Students take home a laptop at graduation!
R20 Premiere Esports

R20 is SAMSAT’s free-to-play esports league for students in the San Antonio area, with 35 schools and 400 students competing for championships. Under SAMSAT’s direction, the league is operated by interns from Texas A&M University-San Antonio. Using the model and resources from NASEF, the Network of Academic and Scholastic Esports Federations, SAMSAT drives a wide range of technology and other learning outcomes.
In April of 2023, with support from Port San Antonio and EK Fluid Gaming, and sponsorship from the Kelly Heritage Foundation, 100 students from Title I schools near SAMSAT built gaming computers in the Boeing Center arena under the direction of IT and cyber mentors. Among the mentors were numerous active-duty personnel from Sixteenth Air Force. Students learned important skills, and took the PCs home as their own on completion of the build!
Named in memory of SAMSAT Board Member T. J. Natarajan, we conducted 28 summer camps in 2023 across seven weeks, covering cyber, space and rockets, video editing, robotics, web site design, video game design, graphic design, music tech, and Minecraft. Our camps were supported by The Boeing Company, the City of San Antonio, and numerous other donors.
The City of San Antonio sponsors SAMSAT’s 21AFTERSCHOOL program. Students from Title I schools come to SAMSAT AREA 21® for classes in cyber/IT, space, esports, robotics, and advanced manufacturing / AR /VR.
SA Smart: The Mayor’s K-12 Smart City Challenge

Entering its seventh year, the SA Smart Mayor’s Challenge is a research and pitch deck competition for middle and high school students. Each year, we choose a theme from the SA Tomorrow Plan. Students identify a local challenge, perform technical and market research, and make a pitch. They are supported by subject matter expert mentors. The winning teams are awarded the SA Smart Mayor’s Cup!

Technical Analysis

- 212 different cities have some sort of underground public transportation system, showing that it is possible to build an underground street similar to a train system.
- Underground tunnels can last over 100 years without repairs.
- We have been using underground transit tunnels for the last 200 years and have continued to research and improve the tunnels.
Internships

SAMSAT hosted 72 interns in 2023, both high school and college. Our interns worked in SAMSAT AREA 21®, helped us develop exhibits and build curriculum, helped with administration, and helped run the R20 Premiere Esports League.

We thank our primary intern partners Texas A&M-San Antonio Esports, Family Service Association, Alamo (Colleges) on the Job, and the UTSA Rowdy program!

HS Interns in AREA 21

Presenting their Virtual “CareerWorld”

R20 Premiere Esports A/V Production
SAMSAT's Quiz Tablets were developed using the Java development platform by LEE HS intern Benjamin Bowles.
Defense STEM Education Consortium (DSEC)

SAMSAT is a partner in the Alamo Hub of DSEC, a program of the Alamo STEM Ecosystem. In 2023 we led summer camps and teacher professional development. We will run Elementary Launchpads in 2024. SAMSAT co-leads the Alamo STEM Ecosystem with partner IDRA.

Cyber Patriot Camp with the National Society of Black Engineers (NSBE)

SAMSAT introduced students to the Cyber Patriot National Cyber Defense competition through a two-week camp, with support from Joint Base San Antonio-Lackland, the CyberTexas Foundation, and speakers from Sixteenth Air Force. Through our efforts, NSBE started their own Cyber Patriot team!
Hurd Pathways

With support from the Nancy Smith Hurd Foundation, SAMSAT helps students interested in STEM careers “know the path, walk the path, and celebrate the path.”

Kronkosky Foundation: Character through STEM

With Kronkosky’s support, SAMSAT purchased a van and delivered a mobile esports program to students and schools using NASEF’s model for academics and scholastics. Then we hosted students at SAMSAT AREA 21®. We studied impact on 21st century skills and published a paper on results, showing positive impact on student communication skills.
Smart Energy Education

SAMSAT delivered classes with support from Smart Energy Education and its sponsors CPS Energy and Itron, Inc. Students earned digital badges as they completed classes on energy-related topics. We also attended outreach events to educate students, families and communities about energy, its impacts, and career opportunities.

Joint Base San Antonio-Lackland Cyber Security Operations Center

At SAMSAT AREA 21®, sponsored by JBSA-Lackland, we delivered Cyber Security Operations Center classes to students, awarding digital badges.
Foreground: WEX Foundation Moon 3D Printer Display. Background: Cyber and Space Operations Center
I was really excited about the aerospace activities. How cool the room looked and it really caught my eye.  
21DISCOVERY™ middle school student, Boeing STEM Academy

The amazing giant 3D printer for THE MOON.  
21DISCOVERY middle school student, Boeing STEM Academy

The first thing on my mind was how did they get those items and how are still in ok condition and how did all of that start how did they do it.  
21DISCOVERY middle school student, Boeing STEM Academy

It was really fun, and entertaining, but also educational.  
Student in esports program

It was fun and I learned lots of stuff about cybersecurity.  
Cyber Sleuth Summer camp student

It was such an amazing, fun, and informative experience!  
Educator at SA Smart Mayor’s Challenge Competition Clinic
My son couldn’t wait to get there--didn’t want to leave!
Summer camp student

Enlightening/fascinating. The exhibits are well done and engaging.
Educator during training, Defense STEM Education Consortium

I learned about future career opportunities for my students.
Educator during 21DISCOVERY™ field trip

At first, thought it was going to be boring, but it turned out to be fun, my child left being open minded about robotics.
Summer camp parent

Building circuits through Minecraft play is amazing!
Summer camp parent

How informative it's been, and how excited my granddaughter has been about all she has learned.
Summer camp grandparent

I really wish this place existed when I was a child!
At least 100 adults when they visit SAMSAT!
SAMSAT hosted multiple events in 2023, working with Port San Antonio, the Kelly Heritage Foundation, The Boeing Company, and other community partners.

**STEMclipse!**

We were joined by 800 of our closest friends to watch the October annular eclipse.
Boeing Center Launch

SAMSAT AREA 21® was the site of the Boeing Center at Tech Port Launch. We welcomed our Governor, Mayor, City Councilwoman, and Boeing and Port San Antonio executives. Our special guests were students and teachers from area school districts. Welcome to the Boeing Center at Tech Port!
SAMSAT AREA 21® hosted thousands of visitors throughout the day during Port San Antonio’s annual Fiesta event.
Masters Leadership Program
Alumni Meeting

We hosted the MLP alumni, including development and delivery of the day’s program, panels and overall agenda.
SAMSAT’S programs build on museum and educational research. SAMSAT generates research results in large programs and seeks out research partnerships.

WE BUILD ON RESEARCH

Historical artifacts illustrating invention and innovation
Project-based and interdisciplinary learning
21st century skills
STEM career interest
Education pathways
Intern and mentor practices
Esports scholastics and academics
Cross-sector partnerships

WE ARE INVESTIGATING

Character development through STEM
STEM career interest through programs
City-challenge-based programs
Hyperlocal education pathways
Intern and mentor practices
AI model development
Board of Directors

David Monroe
Founding Chair

Allison Levine
Senior Manager, Accenture Federal Services
Board Treasurer

Ricardo "Rick" Maldonado
Vice President, Transmission & Distribution Engineering & Grid Transformation, CPS Energy

Scott Gray
President, Elevate Systems

Dominic Papagni
Deputy Site Leader (San Antonio), The Boeing Company

Philip Nelson
President, Nelco Media, Inc.

Dr. Raul "Rudy" Reyna
Founder, Alamo STEM Ecosystem

John Strieby
Healthcare and Management Consultant

Senior Staff

David Monroe
Chief Executive Officer

Cliff Zintgraff, Ph.D.
Chief Learning Officer

Sandra Shreve
Operations Manager
### Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting Income</td>
<td>150,000.00</td>
</tr>
<tr>
<td>Contributed Services Revenue</td>
<td>191.23</td>
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<tr>
<td>Contributions</td>
<td>722,723.33</td>
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<tr>
<td>Earned Revenue</td>
<td>40,998.00</td>
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<tr>
<td>Education Program Fees</td>
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<tr>
<td>Grants</td>
<td>210,142.76</td>
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<tr>
<td>Rent Revenue</td>
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<tr>
<td>Service/Fee Revenue</td>
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<tr>
<td>Sponsorships</td>
<td>4,583.75</td>
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<tr>
<td>Uncategorized Revenue</td>
<td>600.00</td>
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</table>

**Total Income**  $1,527,793.27

### GROSS PROFIT

**$1,527,793.27**

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences, Conventions and Meetings</td>
<td>39,608.97</td>
</tr>
<tr>
<td>Fees for Services</td>
<td>42,489.65</td>
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<tr>
<td>Information Technology</td>
<td>21,672.85</td>
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<tr>
<td>Occupancy</td>
<td>537,367.44</td>
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<tr>
<td>Office Expenses</td>
<td>4,904.35</td>
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<tr>
<td>Other Expenses</td>
<td></td>
</tr>
<tr>
<td>Advertising and Promotion</td>
<td>7,841.75</td>
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<tr>
<td>Bank Fees</td>
<td>22.54</td>
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<tr>
<td>Contract Labor</td>
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<tr>
<td>Dues and Subscriptions</td>
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<tr>
<td>Employee Leasing Expense</td>
<td>417,197.78</td>
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<tr>
<td>Employee Leasing Service Fee</td>
<td>12,551.14</td>
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<tr>
<td>Fuel Expense</td>
<td>4,598.93</td>
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<tr>
<td>Insurance Expenses</td>
<td>27,442.15</td>
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<tr>
<td>Office/General Administrative Expenditures</td>
<td>2,114.20</td>
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<tr>
<td>Permits Expense</td>
<td>111.75</td>
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<tr>
<td>QuickBooks Payments Fees</td>
<td>1,277.72</td>
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<tr>
<td>Supplies and Materials</td>
<td>296,112.36</td>
</tr>
<tr>
<td>Vehicle Expense</td>
<td>6,401.62</td>
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<tr>
<td>Total Other Expenses 834,061.70</td>
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</table>

**833,361.70**
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Travel Expenses</td>
<td>$2,191.94</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,481,596.90</strong></td>
</tr>
<tr>
<td>NET OPERATING INCOME</td>
<td>$46,196.37</td>
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<tr>
<td>Other Income</td>
<td>$75,261.48</td>
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<tr>
<td>Other Expenses</td>
<td>$52.00</td>
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<tr>
<td>NET OTHER INCOME</td>
<td>$75,209.48</td>
</tr>
<tr>
<td>NET INCOME</td>
<td>$121,405.85</td>
</tr>
</tbody>
</table>

Accrual basis
# Balance Sheet
as of December 31, 2023

## ASSETS

**Current Assets**

<table>
<thead>
<tr>
<th>Asset</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Bank Accounts</td>
<td>$114,365.49</td>
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<tr>
<td>Accounts Receivable</td>
<td>$17,605.97</td>
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<tr>
<td>Other Current Assets</td>
<td>$0.00</td>
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</table>

**Total Current Assets**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$131,971.46</td>
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**Fixed Assets**

<table>
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<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Collections</td>
<td>1,442,148.33</td>
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<tr>
<td>Equipment</td>
<td>349,083.16</td>
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<tr>
<td>GVISION 55” 4K UHD PCAP Touchscreen</td>
<td>3,469.00</td>
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<tr>
<td>Office Furniture (Office Trust)</td>
<td>154,260.00</td>
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<tr>
<td>Robot 6 AXIS Industrial Arms</td>
<td>3,000.00</td>
</tr>
<tr>
<td>Vehicles</td>
<td>80,029.39</td>
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</tbody>
</table>

**Total Fixed Assets**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,031,989.88</td>
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</table>

**Other Assets**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$28,912.00</td>
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</table>

**TOTAL ASSETS**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,192,873.34</td>
</tr>
</tbody>
</table>

## LIABILITIES AND EQUITY

**Liabilities**

**Current Liabilities**

<table>
<thead>
<tr>
<th>Asset</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
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<tr>
<td>Other Current Liabilities</td>
<td>$0.00</td>
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</table>

**Total Current Liabilities**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,361.64</td>
</tr>
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</table>

**Total Liabilities**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,361.64</td>
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</tbody>
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**Equity**

<table>
<thead>
<tr>
<th>Asset</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Assets Donated</td>
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<tr>
<td>Opening Balance Equity</td>
<td>137,078.32</td>
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<tr>
<td>Retained Earnings</td>
<td>260,285.23</td>
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<tr>
<td>Net Income</td>
<td>121,405.85</td>
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</tbody>
</table>

**Total Equity**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,167,511.70</td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES AND EQUITY**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,192,873.34</td>
</tr>
</tbody>
</table>

SAMSAT, the San Antonio Museum of Science and Technology, unlocks potential for ALL students, families, and communities, with an emphasis on those traditionally underrepresented in STEM. In the process, we expand San Antonio as a global technology leader.

Imagine that SAMSAT inspires 1,000 more students to choose STEM each year and they complete their education and then a 20-year STEM career. If we do this for ten years, then...

that’s a $6 billion increase in earnings transforming students, families and communities.

1,000 students/year * $30,000/year * 20 years – repeated for 10 years = $6 billion