

The CAROUSEL of HAPPINESS™



Photo by Holly Strebels

ANNUAL REPORT

2021

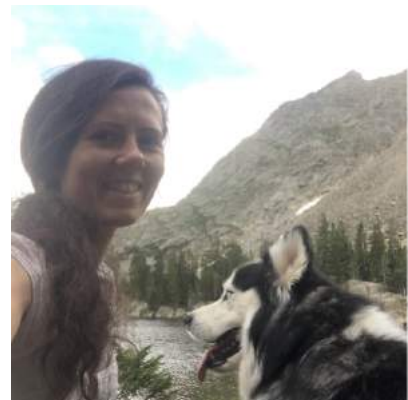
TO OUR SUPPORTERS...

"On behalf of the Carousel Board of Directors, I want to express my sincere thanks to each and every one of you for your support this year. Since the earliest days of the pandemic, we have heard how important the Carousel of Happiness is in your lives, and we were heartened to see so many families and friends return in 2021. We know the Carousel is more than an entertainment venue—it's a place of joy and healing that exudes positive energy, helping to sustain us through the difficult times in our lives. With all of us working together, we can keep this carousel turning for future generations to love and enjoy."



Carol Rowe
President

"The Carousel of Happiness is a place that is near and dear to my heart. Since it opened, my son and I spent many days walking to town for a few rides on the carousel. I feel lucky to have been hired as the Director in September 2021! Speaking with a rider recently, she noted "I think you have my dream job..." and I responded "I'm pretty sure I have my dream job too!" I've had a wonderful time getting to know all the Carousel staff and supporters. It truly "takes a village" to support a nonprofit, and we are so grateful that YOU are a part of our carousel family!"



Melody Baumhover
Director

OUR MISSION

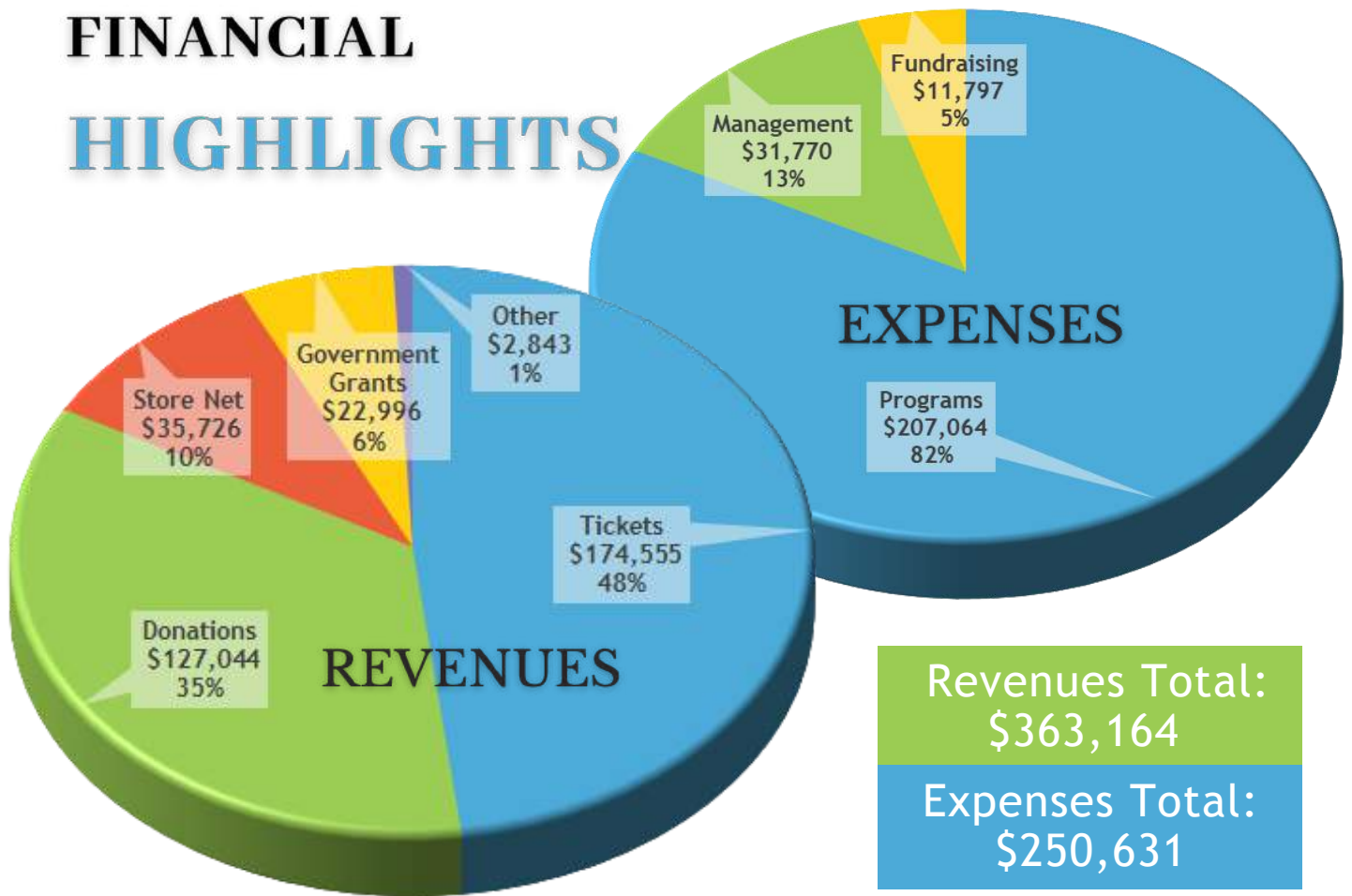
We are dedicated to inspiring happiness, well-being, and service to others through stories and experiences.



OUR VISION

We seek to be a welcoming and inclusive hub of positivity that supports, enhances and spreads well-being, happiness, and joy.

FINANCIAL HIGHLIGHTS



Ticket sales accounted for almost half of our revenue in 2021. Merchandise sales more than doubled from 2020 to 2021. We're glad to see a return to profitability and our ridership increasing once again!

In 2021, the carousel received a few grants to support operating and maintenance costs, including a second disbursement from the Maihaugen Foundation to support our animal restoration project, and a grant from GR's Foundation. As well, the full amount of the pandemic PPP Loan was granted back to us by the Small Business Administration.

Each year, the contributions from individual donors remain one of our largest revenue streams, accounting for more than a third of revenue. This year's donations include a generous contribution from the Mary Wingate Trust, enhancing our reserves to be used for future preservation of our 1910 carousel. *(See page 4 for a special dedication)*

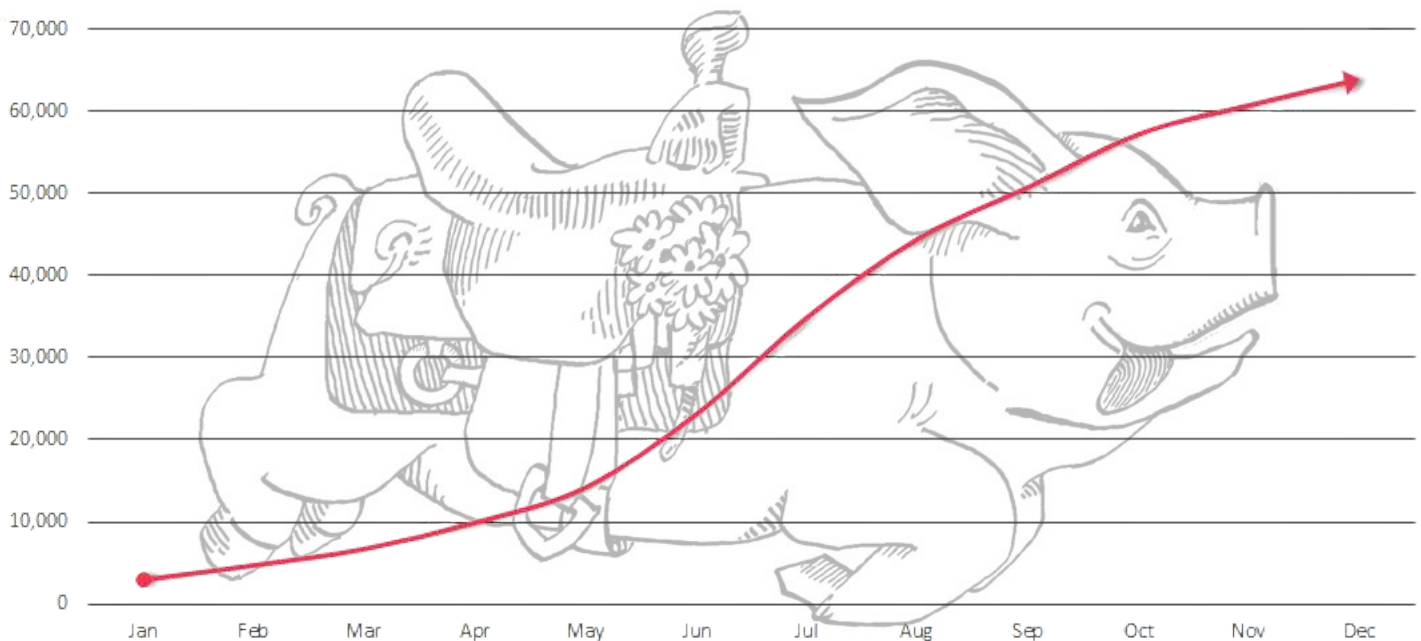
We finished 2021 in good financial shape, allowing us to transfer 25% of ticket sales into reserves, absorb the unexpected cost of repairing our classic motor, as well as budget for a slate of maintenance projects in 2022. We are expecting that ridership will return to pre-pandemic levels soon!

VISITORS & EVENTS

HIGHLIGHTS

Total Rides: 64,024

Free Rides Given: 2,162



After a difficult 2020, the Board approved increasing the ticket price to \$3 per ride. The beginning of the year started slow, as the Carousel was limited to 9 riders at a time and a one-way traffic flow.

By May of 2021 we were able to once again operate at full capacity. Ridership boomed over the summer, as the infection rate fell and people re-emerged into public life. We are proud to function as a special place where the need to have fun with friends and family can be safely satisfied!

"Obviously a labor of love for the craftsmen that restored it. Give yourself a chance to feel like a kid again and take a ride...!" - 2021 Visitor, Bill C.



In July, Scott's newest carving, Mira the butterfly, joined our menagerie and now hangs from the ceiling of the gift shop. We also opened the "Wonder Box" where visitors can write or draw about what makes them wonder.



Photo by James DeWalt

CELEBRATING THE LIFE OF MARY WINGATE MARCH 20, 1933 - JUNE 11, 2020

The carousel board and staff hold deep gratitude for Mary, who was dedicated to keeping our mountain town a special place. "I was just thinking about what would make her smile," said Mary's daughter Laurie. Since Mary found so much joy in her later life here at the Carousel, the Wingate family was happy to support the costs of a celebratory weekend, at which we gave free rides to everyone. And we are sure that the almost 2,000 riders we saw that weekend, August 14 & 15, left the building with big smiles!



"She was always a person you wanted to be around..." - Founder, Scott Harrison

In the fall of 2021, we welcomed our new Director, Melody Baumhover, a founding member of the local Farmer's Market 501c3. Her experience there, as well as her degree in Environmental Policy, brings to the Carousel a well-rounded skillset that is enhancing our operations and programming.

In October, with the help of our faithful volunteers, the carousel hosted



pumpkin decorating at the farmers market. It was a blast to see our local children have fun while expressing their creativity! And on Halloween, we hosted a costume contest, decorated a few more pumpkins and spun into the night on the "Carousel of Spookiness," with all the animals dressed to the nines in their fabulous costumes. Also in October, we upgraded our point of sale system to speed up checkout and more easily solicit donations in the Gift Shop.

"Such a sweet and whimsical place is the Carousel of Happiness! It brings smiles just looking at it. Definitely made me happy! ...oozes of the love that went into the carvings. And it is cared for with love!..."

- 2021 Visitor, James B.

THANK YOU...

OUR DONORS

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Businesses, Foundations & Family Funds that kept us spinning in 2021:

Small Business Administration
Community First Foundation
Kroger Community Rewards

Maihaugen Foundation
G.R.'s Foundation
Amazon Smile Foundation

...FOR YOUR GENEROUS SUPPORT!



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**Please accept our apologies for any errors or omissions.*

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THANK YOU for your support!

35%
of annual revenue
comes from
YOUR donations!

61,862
Carousel Ride
Tickets Sold

2,162
Free Rides Given

165
Group Members
Served



Photo by Carlye Calvin

THANKS TO OUR STAFF & BOARD FOR KEEPING US SPINNING!

Top Row: Paul Andrews (with children) & Aaron Tye. Middle Row: Melody Baumhover, Caleb Melamed, Kevin Jacobs, Jen MacGregor, Carol Rowe, Rebecca Linn, John Callahan, Doug Cosper, Mark Pscheid, Patricia Hagberg, Dave Packer. Bottom Row: Burt Rashbaum, Charlie Wood, Carlye Calvin, and Ellen Moore. Not Pictured: Clementine Miller, Tad Miller, Fred Peck, Tim Whited.

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