



## ORGANIZATIONAL DESCRIPTION AND MISSION

Over the past quarter century, Madison Children's Museum has grown to be a respected community resource with an annual budget of \$2 million, serving more than 122,748 visitors annually both on- and off-site. Throughout this history and growth, the museum's purpose has remained the same: *learning through play*. As part of its "whole child" philosophy, the museum seeks to nurture every aspect of growing up. Exhibits and educational programs embrace six key themes: arts, culture, science, health, civic engagement and early learning.

## HISTORY

MCM was founded in 1980 and began as a series of exhibits that traveled to community events, buildings and parks. The museum eventually moved into a warehouse space that often was filled to capacity. The museum opened at 100 State Street in 1991. The new, larger facility for MCM at 100 N. Hamilton Street was made possible through a generous gift from The Overture Foundation.

## FAST FACTS

**New location:** 100 N. Hamilton Street, anchoring the north corner of the Capitol Square. The building's original use was a Montgomery Ward department store (1929). Before the museum acquired it, its most recent use had been as a state office building.

**Opening date:** Aug. 14, 2010

**Size:** 41,570 square feet, nearly 26,000 of which is public space

**Floors:** Five, the fifth being an open, accessible all-season rooftop

**General contractor:** J.H. Findorff & Son Inc., Madison, Wis.

**Architect:** The Kubala Washatko Architects Inc., Cedarburg, Wis.

**Sustainability:** We use local materials, builders and craftspeople. All building materials are natural. We hope to become the first LEED-certified museum in Wisconsin.

**Capacity:** 1,000 visitors (230 at former facility)

**Anticipated average number of daily visitors:** 340 (230 at former facility)

**Admission prices:** \$6.95, adults and children; \$5.95, seniors; \$1 subsidized admission for those with proof of public assistance; free for children under 1

**Parking:** On site, exclusively for museum visitors

**Projected operations budget for new facility:** \$2.5 million

**Money invested into new facility:** \$16.5 million

**Staff size:** Approximately 28 employees, plus more than 300 volunteers

**Membership:** More than 1,900 families

**Expanded audience:** Ages birth through 12 (formerly birth through age 8)

**Eliminating financial barriers:** Free Community Concourse, plus continuation of our subsidized admission fees and memberships for families on public assistance

**Closing period:** MCM moved out of its rented facility on Jan. 4, 2010. Until the opening, the Target-sponsored Road Show will bring exhibits and activities to kids in south-central Wisconsin.

**Major Capital Campaign donors:** W. Jerome Frautschi; Pleasant T. Rowland; Jan & William DeAtley; The Kresge Foundation; Anne & Robert Bolz, and the Eugenie Mayer Bolz Family Foundation; The Evjue Foundation, charitable arm of The Capital Times; The State of Wisconsin; National Endowment for the Humanities; and Jim & Susan Bakke

**Awards:** MetLife Foundation and Association of Children's Museums Promising Practice Award for MCM's *Only Local* initiative, 2010; Top 20 Children's Museums in the Nation, *Grand* (magazine for

grandparents), 2007; National Endowment for the Arts Award for the commission of an interactive, community-based art installation, 2007; Best Museum Award, *Madison Magazine*, 2000-07; American Folklore Society Dorothy Howard Prize for Folklore and Education for *Hmong at Heart*, 2004; Top10 Children's Museums in the Nation, *Child Magazine*, 2002; MetLife Foundation and Association of Children's Museums Promising Practice Award for *First Feats*, an early learning environment, 1999