



100 N. Hamilton Street • Madison, WI 53703 • 608.256.6445 • MadisonChildrensMuseum.org

ORGANIZATIONAL DESCRIPTION AND MISSION

Madison has an award-winning new children's museum — one that excites the mind, challenges the body, and engages the whole family in quality time. Founded in 1980 by a group of early childhood educators, Madison Children's Museum has grown to become an educational leader, community partner, and source of inspiration for families in our region. Located on a prominent corner of Madison's Capitol Square, the museum drew in more than 284,000 visitors in its first year of operation, including 11,000 visiting schoolchildren. More than 5,500 families are members. The museum serves children ages 0-12 with interdisciplinary exhibits and programs in the arts, history, culture, science, health, and civic engagement. The museum is bound by a commitment to serve ALL children, and offers programs that provide free and subsidized admission and membership to families on public assistance.

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 building at 100 N. Hamilton Street was purchased thanks to a generous gift from W. Jerome Frautschi, with renovation and exhibits supported by a \$10 million capital campaign.

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 in 2005, its most recent use had been as a state office building.

Opening date: Aug. 14, 2010

Size: 56,290 square feet (26,000 of public space and 13,775 for future expansion)

Floors: Five, the fifth being a four-season rooftop that serves as a park in the sky

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. The museum is on track to become the first LEED-certified museum in Wisconsin.

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

Admission prices: \$7.95, adults and children; \$6.95, seniors; \$1 subsidized admission for those with proof of public assistance; free for children under 1

Parking: Two levels of on-site parking

Operations budget for new facility: \$3.2 million

Money invested into new facility: \$16.5 million

Staff size: More than 65 employees, plus more than 250 volunteers

Membership: More than 5,500 families

Audience: Children ages birth through 12, along with their families and caregivers

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

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; Institute of Museum and Library Services; Jim & Susan Bakke; Nathan Brand Family

Awards

- National Medal for Museum and Library Service, Institute of Museum and Library Services, 2011
- Wisconsin Commercial Real Estate Women's Impact Award for Ingenuity, 2011
- *Madison Magazine's* Best of Madison Gold Award for Best Museum, 2011
- *Wisconsin Builder's* Top Projects Award, 2011
- Environmental Design & Construction, winner in the Institution category, 2011
- *Wisconsin State Journal* and *The Capital Times'* Best Museum Award, 2010-2011
- MetLife Foundation & Association of Children's Museums' Promising Practice Replication Award, which will support the development of an online tool kit that will share MCM's green practices with museums everywhere, 2011
- Starnet Worldwide Commercial Flooring Design Award in the Environmental Achievement category (presented to Sergenian's Floor Coverings for its work on Madison Children's Museum), 2011
- *In Business* magazine's Commercial Design Award in the Best New Development or Renovation-Education category, 2011
- Ten Best Children's Museums in the U.S. (No. 5) by *Parents Magazine*, March 2011
- Downtown Madison Inc.'s Community Asset Award, 2010
- MetLife Foundation and Association of Children's Museums' Promising Practice Award for MCM's *Only Local* initiative, 2010
- Association of Midwest Museums' Best Practices Award for MCM's *Only Local* Initiative, 2010
- Downtown Madison Inc.'s Community Asset Award, 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
- *Madison Magazine's* Best Museum Award, 2000-07
- Top 10 Children's Museums in the Nation, *Child Magazine*, 2002