

Madison Children's Museum: More Than a Fun Place to Play

We strengthen the local economy.

Madison Children's Museum's new building represents a **\$16.5 million capital investment** in downtown Madison...and all but one worker on the project was from Wisconsin. An abandoned office building was transformed into a family attraction that now brings life and vitality to a previously under-used corner of the Capitol Square. The museum pumps more than **\$3 million annually into the local economy** through wages and procurement of services and supplies.

We educate children and families.

The museum serves children ages birth to 12 with interdisciplinary exhibits and programs in the arts, history, culture, science, health, and civic engagement. More than 275,000 visitors, including more than 15,000 students from all around the state, visited the museum in its first year. **The museum's "Access for Everyone" programs provide \$225,000 annually in subsidized admission for families and school groups in need, providing opportunities for ALL to learn through play.**

We provide jobs.

The museum provides **68 jobs (44 FTEs)** for a wide range of skills. By working with local educational institutions and workforce development agencies, the museum offers meaningful student internships, work-study employment, and jobs for the unemployed.

We use Wisconsin products.

The museum is committed to using local products and supplies as much as possible. From the beautiful hardwood floors to energy-saving bathroom fixtures, our facility is a showcase of Wisconsin natural resources and manufactured products.

We promote tourism.

In its first month of operation, **the museum drew visitors from 32 states and 23 Wisconsin counties**, resulting in related spending at local restaurants and stores. In the summer, between 15 and 20 percent of our visitors come from outside Dane County. It is common for us to admit 1,800 or more visitors per day during peak travel times. The museum serves as a gateway to downtown for children and families, promoting other attractions in the city center.

We model sustainability.

Anticipated to be the first LEED-certified museum in Wisconsin, the museum is a model of green renovation, exhibit design, and sustainable operations. Visitors tour the building specifically to study its creative use of recycled building materials and its four-season "park in the sky" green roof.

We attract attention to the region.

The museum has brought national and regional acclaim to the area, including:

- * **Top 10 children's museums (No. 5) in the U.S., *Parents Magazine*, 2011**
- * MetLife Foundation and Association of Children's Museums' Promising Practice Award, 2010
- * Association of Midwest Museums' Best Practices Award, 2010
- * Downtown Madison Inc. Community Asset Award, 2010
- * Top 20 children's museums in the U.S., *Grand* (magazine for grandparents), 2007

We're grateful.

The museum is a private, nonprofit organization with no direct tax subsidy. We're thankful for the generous contributions from the community that help us deliver on our mission—to connect children with their families and their community through discovery learning and creative play.



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

Hours: 9:30 a.m.–5 p.m.
Tuesdays–Sundays;
closed Mondays

Admission prices:
\$7.95 * adults and children
\$6.95 * seniors
\$1 * subsidized admission for those on
public assistance; free for children under 1