

IT'S TIME
FOR US TO
GROW

4 REASONS

FOR A NEW, EXPANDED KIDZONE MUSEUM

1 SPACE FOR PLAY AND DISCOVERY

Visitation has grown **229%** in 10 years.

2 CONNECTIONS FOR ALL

We are unable to serve **50%** of children living in poverty due to space constraints.

3 SUSTAINABILITY FOR THE MUSEUM

With more opportunity for income, we can **focus on our mission** rather than fundraising.

4 GOOD FOR THE COMMUNITY

Expansion provides positive social and economic impacts **for everyone.**



MISSION

To inspire learning through creative play and discovery

VISION

To create a welcoming, imaginative, educational space where transformational experiences connect children and families, from every walk of life, and create innovative thinkers who contribute to the collective well-being of others and the environment in which we live.



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"WE DON'T LIKE IT WHEN YOU POST
THE 'AT CAPACITY' SIGN ON THE DOOR."

- KidZone Museum member parent

1

SPACE FOR PLAY AND DISCOVERY

Our visitation has grown 229% in 10 years. Last year we had 23,000 visitors walk through our doors. We have no room to welcome more. Exhibits cover our walls, our spaces are filled with learning experiences, and we need room to grow and broaden our audience. We need space for:

An Engineering Studio, where teens mentor younger students in building Rube Goldberg Machines and other science projects

A Creative Arts Workshop, where middle school students can discover how to make claymation movies while learning how to develop stories

A Lego Lab, where elementary school students discover what can be done with Lego robotics

Exhibit Space, where young children think, investigate and learn through play, and infants' brain development is supported through spatial exploration

Hands-on Science Installations, provided by KidZone Museum partners, such as the Exploratorium and Oregon Museum of Science and Industry

Feasibility Study Fact

To accommodate expanded programming and growth in the region, it is projected that a new facility should be at least 12,000 square feet and include an outdoor nature play area of approximately 4,000 square feet.

To attract greater visitation, it would be advantageous for the facility to provide new resources such as computer labs, theaters, and auditoriums found in many children's museums across the nation, or to co-locate with providers of such facilities. The more practical applications of learning and complementary activities surrounding the museum, the better.

2

COMMUNITY CONNECTIONS

We serve 50% of families who live in poverty in our region. We want to reach 100% and will do so with a larger space and increased resources. We reach 1,863 Tahoe/Truckee children under 6. Families with children in elementary, middle and high school are requesting we do more.

Feasibility Study Fact

Data indicates a burgeoning trend toward participation in discovery and science programs in Truckee and a growing need to provide more of these programs in the future. There is no local organization that provides a similar experience to the KidZone Museum. We have a strong window of opportunity to fill the gap with a larger, centrally located facility. Analysis of an expanded facility finds that visitation is likely to increase 46-81% over the next 20 years, from just under 23,000 visits to 33,000 - 41,000 visits per year.



Our Partners in the Community

Healthy Babies, Helping new mothers through depression
Communities for Kids, Daddy & Me, Child Abuse Prevention
Exploratorium & OMSI, Staff development, exhibit sharing
First 5 Placer County, Early childhood exhibits and programs
North Tahoe Environmental Science Coalition, Shared science resources and programs

State Preschool, Head Start, Choices, A+ preschool, early learning for underserved children
Sierra Teen Education & Parenting Program, Teen parents
Tahoe Forest Hospital, Nutrition Coalition, Nutrition ed
Tahoe Safe Alliance, Domestic violence and child abuse victim support
Truckee Family Resource Center, Outreach and shared spaces

"OUR COMMUNITY'S NEEDS ARE INCREASING, BUT WE DON'T HAVE SPACE TO PROVIDE PROGRAMMING FOR THOSE WHO NEED IT MOST."

- Carol Meagher, KidZone Museum Executive Director

3

SUSTAINABILITY FOR THE MUSEUM

In the past 23 years, we successfully completed two small capital campaigns that helped increase our income by 250%. Children's museums around the country develop larger facilities mainly to increase their sustainability efforts. This expansion will help our bottom line by seeing an increase in:

Admission fees

Café and store income

Birthday party and other rental income

Program fees

Social and donor capital

An endowment, to be formed in conjunction with the campaign



Feasibility Study Fact

With a new building of 12,250 square feet, we anticipate that use of space, programming and staff will grow as membership, visitation and income increase. Although very preliminary, it is estimated that operating costs will increase from an average of \$325,000 per year at the current facility to about \$600,000 per year within the first 10 years of having the new facility, and increase to about \$765,000 per year over a period of 20 years. Current income sources – such as grants, donations, special event revenues, and membership and admission fees – and new sources – including fees from a new audience of older children, café revenue, educational store revenue, and rental revenues – will fund operational costs.

4

GOOD FOR THE COMMUNITY

Researchers around the world concur that social belonging is a fundamental human need. The Museum supports the health and well-being of our children and families.

The Museum's feasibility study states the broad impact the Museum has on our community and region as a whole. Societal impacts occur when the Museum and its programs make changes that impact the entire community. The Museum provides support services that connect communities in Tahoe/Truckee region through its programming. In particular, it supports low-income families and teens with scholarship and volunteering opportunities.

Personal impacts result in a sense of belonging, changed attitudes to science, and expanded career and development opportunities. Examples include greater science exposure for girls and opportunities to make new friends and connect people in the community.

Economic Impact

If the museum is located in a revitalized area, it would spur other new investments and development. This would have a multiplier effect in the economy with greater incomes, spending, and community investment by a government that benefits from additional tax revenues. Having a downtown core that feels safe for families to visit promotes a healthier, thriving downtown.

An estimated \$350,000 in visitor spending is currently kept in Truckee due to the presence of the KidZone Museum. Captured spending increases to approximately \$696,000 with the new, larger facility.



Get more info!

Contact Executive Director Carol Meagher at 530.320.5619

"A SENSE OF BELONGING TO A GREATER COMMUNITY IMPROVES YOUR MOTIVATION, HEALTH, AND HAPPINESS."

- Kathryn Hall, PhD

TAKING A LOOK AT THE NUMBERS

KidZone Museum	2015	2025	2035
Projected Visitation	22,740	30,270	37,180
Minimum Facility Size (Bldg. Sq. Ft.)	3,000 (but should be 7,000)	10,000	12,250
Estimated Operating Costs	\$325,000	\$600,000	\$765,000
Estimated Taxable Spending Captured	\$350,000	\$513,000	\$696,000

Economic Report Highlights

How many will the new Museum serve?

40,000 annual visits by families and children

What will it cost to build?

\$9.8 million

What size does it need to be?

12,250 square feet

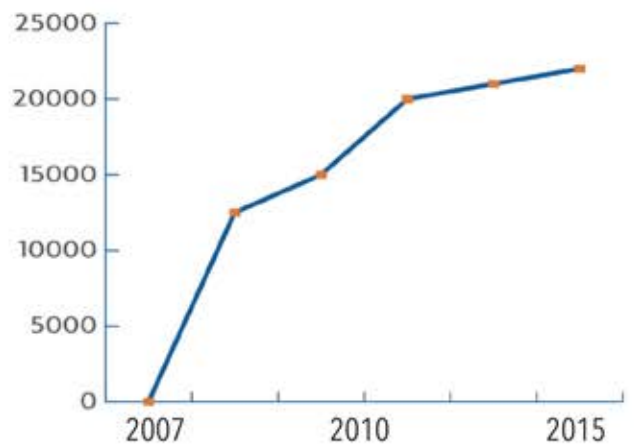
How will the new Museum sustain itself?

The KidZone Museum will be able to increase its revenue stream significantly in a larger facility with expanded programs

Where should it be built?

A centralized Truckee location to benefit families and the economy

Historical Museum Annual Visitation



What are the next steps?

1. Business Plan
2. Case Statement
3. Secure Land
4. Donor Feasibility Survey
5. Capital Campaign
6. **Build it!**



Get more info!

Contact Executive Director Carol Meagher at 530.320.5619

