



## **2009 CMD Fact Sheet**

**Brief History:** The first Children's Museum of Denver opened in 1973 in a converted school bus. The Museum quickly outgrew this original facility, as the need for a participatory, hands-on educational institution for children and families was immediately apparent. We required a more permanent location in the community, so the organization leased and renovated a building on Bannock Street in Denver, opening to the public in January 1975. Within months, the Museum was drawing record numbers of visitors from throughout the metropolitan area. Planning soon began for a larger facility, and in 1984 the Museum opened a new building in its present location along the west bank of the Platte River.

### **Overview**

Since its inception in 1973, the Children's Museum of Denver has served the metro-Denver community as a learning institute dedicated to the education and growth of young children, newborn through age 8, and their caregivers.

The Children's Museum of Denver offers 11 innovative and interactive Playscapes, engaging daily programming and exciting special events. Our mission is to create a community where children and their grownups learn through play. Annually serving more than 273,000 children, the Museum provides rich play experiences and a dynamic learning environment for children to explore, discover and play!

The Children's Museum of Denver is a member of the Association of Children's Museums, a trade organization comprised of over 510 members. Currently, children's museums represent one of the fastest growing segments within educational/cultural institutions in the United States. Over the last decade the number of children's museums has grown by 100%, annually reaching nearly 30 million children and families. Children's museums rank second only to zoos among museum-related attractions in their ability to attract ethnically and culturally diverse audiences and address the needs of young children. The Children's Museum of Denver is a 501(c)(3), private non-profit organization, and a Tier II SCFD member.

### **Mission**

The mission of the Children's Museum of Denver is to create a community where children, newborn through 8, and their grownups learn through play!

### **Location**

The Children's Museum of Denver is located at 2121 Children's Museum Drive, Denver, CO 80211, off I-25 and 23rd Avenue.

Main phone number: 303.433.7444

Fax number: 303.433.9520

## **Hours**

Monday, Tuesday, Thursday, Friday - 9:00 a.m. – 4 p.m.

Wednesday – 9 a.m. - 7:30 p.m.

Saturday and Sunday - 10:00 a.m. - 5:00 p.m.

The Museum is closed on Easter, Thanksgiving, Christmas Eve, Christmas Day, New Year's Day and closes at 3:00 p.m. on New Year's Eve.

## **Admission**

- Under 1: Free
- Age 1: \$5.50
- Ages 2 - 59: \$7.50
- Seniors (60+): \$5.50
- Members: Free

## **Membership:**

We offer several levels of membership to accommodate families of all shapes and sizes!

- Just for Two Membership - \$70
- Family Membership - \$90
- Professional Childcare Provider - \$90
- ACM Museum Membership - \$140
- Grandparent Membership - \$75
- Additional named members available

## **Attendance**

The Children's Museum of Denver has experienced record attendance growth in the past several years. In FY06, we served 226,131 children and caregivers, in FY07, 253,760 and in FY08, 273,061.

## **Guest Demographics**

*Results are based on a recent visitor's survey with a 10% margin of error.*

- 83% percent of adult guests at the Museum are female
- Age of adult guests: 28% are 21 – 30; 59% are aged 31-40; and 10% are 41-50 and 3% are 51 and older
- The average age of the child visiting the Museum is three
- Education of adult guests: 63% have under-graduate degrees, 28% have post-graduate degrees, 10% have associate degrees
- Household income of guests: 5% - 10k, 8% - 10-20k, 10% - 20-30k, 22% - 30-50k, 18% - 50-75k, 12% - 100-150k, 10% - 150k+
- Children's Museum of Denver guest origination: (By County) Adams (10%), Arapahoe (12%), Boulder (5%), Broomfield (2%), Denver (28%), Douglas (11%), Jefferson (15%), Colorado Outside Metro Area (7%), US Outside Colorado (11%)

- More than 75% are Internet users

### **Quick Facts**

- Located in Platte River Valley at I-25 and 23<sup>rd</sup> Avenue, exit 211
- Offers 11 interactive Playscapes, monthly-themed daily educational programming, year-round special events
- 10,319 feet of exhibit/programming space
- Annual budget of \$3.6 million
- 30 full-time and 10 part-time staff
- People served:
  - FY 2006 – 226,131
  - FY 2007 – 253,760
  - FY 2008 – 273,061
- More than 26,000 students and teachers served by CMD outreach programs each year
- 6,615 members
- More than 14,000 free Museum admissions for underserved children provided each year through the Museum's sponsored admissions program, with each participating child and his or her family being offered a free yearlong Museum membership
- The Museum served more than 500 GROW participants (GROW is a unique science and literacy school program for low-income children)
- More than 9,000 guests attended Target Free First Tuesday Night last year
- Last year 534 school groups were served (more than 26,000 students!)
- Voted Editor's and Reader's Top of the Town Choice for "Best Place to Take Your Kids" by 5280 in 2006
- Voted "Best Place for Families" in 2008 by Kids Pages Magazine
- SCFD member (Tier II)

### **Fun Facts**

- FY08 Attendance = 273,000+ children and their caregivers
- FY07 - More than 1,000 interactive science, literacy and art programs were conducted
- We use 170 gallons of paint every year in our ARTS a la Carte area each year
- Kids use more than 40,000 screws a year making recycled creations in the Assembly Plant
- You could cover a football field 346 times with the paintings created in ARTS a la Carte every year
- Museum educators read over 3,500 books to young visitors each year

### **Educational Programming**

Every month is full of new programming with a different theme throughout the whole Museum. Whether your child loves art, stories, science or nature, our daily programming is packed with fun, education and surprises! The daily programming matches the monthly theme so you can always count on something new and educational.

#### **Programs:**

- StoryTime
- Toddler Time
- ARTS a la Carte
- Clubhouse Capers
- Super Science Sunday
- Backyard Explorers
- Make Believe Matinee
- PlayWorks
- Bubbles Brigade

#### **FY10 Monthly Themes**

- January: Wild West
- February: Fairy Tales and Fables
- March: All About Animals
- April: Planet Earth
- May: Get Caught Reading
- June: Head, Shoulders, Knees and Toes
- July: Stellar Science
- August: Messin' Around
- September: Our Diverse Community
- October: Bootiful Bugs
- November: Blast to the Past
- December: Winter Wonderland

## **Exhibits**

Interactive Playscapes at the Children's Museum are designed for children and their caregivers to explore, discover and play together.

- Alphabet Soup
- ARTS a la Carte
- The Assembly Plant
- Center for the Young Child
- Click Clack Train Track
- CMD Fire Station No. 1 and Interactive 911
- Making the Team
- My Market
- Ready Vet Go!
- Under My Feet and Over My Head
- Hopscotch
- WillItWorks (Prototyping Area)
- Junior Jobsite ~ Temporary Summer Exhibit
- StoryBook Farm ~ Temporary Fall Exhibit

## **Annual Special Events**

There are special events and unique fundraisers happening all year round.

- Bunny Trail EggVenture
- Mighty Machines
- Trick or Treat Street
- Snack with Santa
- Noon Year's Eve
- Hop, Skip and a Jump Start ~ Family 5k
- PlayDates ~ "Anything Goes" Fundraisers
- The Birthday Bash ~ Fundraiser
- Say Cheese! ~ Professional Photography Fundraiser

## **Information**

For more information please contact Zoe Poltawec, Manager of Marketing and Communications, 303.561.0111 or [zoep@cmdenver.org](mailto:zoep@cmdenver.org)