

## The Children's Museum of Southern Minnesota is an investment in Minnesota's legacy of access to *art, culture, and heritage*.

### AN AMAZING PLACE FOR AMAZING CHILDREN

While greater Mankato is the regional hub for much of Southern Minnesota, enjoying the benefits of a robust local economy and sustained annual growth, there are limited family enrichment destinations, especially those connected to art, culture, and heritage. CMSM is the largest museum in all of southern Minnesota providing enriching learning experiences designed specifically for children and families. The most popular attraction of the cultural sector, there are over 350 museums for children across the U.S. to support life long learning, help attract and retain families and contribute to overall quality of life and well-being.

After two successive Legacy grants, the Children's Museum of Southern Minnesota is poised to leverage a Legacy Fund investment into 11,000 square feet of WOW exhibits celebrating Minnesota's art, culture, and heritage.

### IMAGINE THE IMPACT OF WORLD CLASS EXHIBITS, RIGHT HERE IN SOUTHERN MN

The Children's Museum will generate a great return on investment now and in the long-term:

1. Two Legacy grants have helped us develop 11,000 square feet of WOW exhibits of state-wide interest by working with some of Minnesota's best museum planners.
2. The Children's Museum will begin renovation of the permanent facility with a donated building on a 2 acre land parcel from the City of Mankato and \$2.5 million in local donations. All Legacy funding is for exhibit development and fabrication, not building expense.
3. Schools and early education resources save resources with a closer field trip destination and less expensive admission rates.
4. The beautiful facility being donated by the City of Mankato will increase state tourism—the Brookings's Children's Museum welcomes visitors from every state. 50,000 new family visits annually will create an estimated new **economic impact of \$5,052,600, 40 FTE positions during construction, and 10 on-going FTE positions.**
5. Children's museums spur further development. **35% of all children's museum are flagships in downtown redevelopment efforts** (Association of Children's Museums).



## VISITOR EXPERIENCE

Imagine the impact of 11,000 square feet of inspiring Legacy exhibits at southern Minnesota's most exciting museum.

**Projected annual visits:** 50,000

Designed for state-wide appeal, exhibits will be accessible to everyone and feature our rich culture, heritage, and artistry:

- Exhibits include: Quarry Zone, Play Prairie, modern agriculture Farm Park, and Minnesota Water Ways.
- The "Whiz Bang" gallery offers STEAM activities (science, technology, engineering, ART, and math) for all ages and will be an ideal space for craft clubs, ECFE, Ready for Kindergarten, Head Start, school clubs and other resource organizations.
- Inspiring meeting space will be available to other non-profits and businesses.
- The Center for Children and Families multi-purpose area will connect parents and teachers to resources and professional development.



## PRO-FORMA SUMMARY

The Children's Museum has taken a diligent approach to development with renowned consultants and local civic leadership. A complete business plan with five year operating pro-forma is available upon request. All totals are approximate and subject to change.

Building Budget: \$2,500,000

Legacy Request: \$2,400,000 for exhibits, environments, and studios.

Operating Pro-forma - Children's museums are the most popular segment of the cultural sector. Average children's museum operating budgets, in similar markets to Mankato, indicate ours will operate on 65% earned income, 35% contributed.

Annual Operating Budget Revenues: \$394,500  
Contributed Income: \$140,000  
Earned Revenue Admissions: \$210,000  
Other Income: \$44,500

Annual Operating Budget Expense - \$390,000:  
Operations: \$99,500  
Programs/Exhibits: \$30,000  
Outreach/Development: \$40,000  
Personnel: \$220,500

## ESTIMATED COMPLETION DATE

Break Ground in July 2013  
Open Doors in July 2014

## TIMELINE

Inspired by every child's enormous promise and their readiness to learn, a group of educators, business leaders, and community members incorporated the Children's Museum of Southern Minnesota (CMSM) as a 501(c)3 in 2006. Today, CMSM is southern Minnesota's largest museum for families.

- 2006-501(c)3 Non-profit registration
- 2009- Open first temporary site: 3000 visitors attend Parking Lot Party
- 2010-Open second temporary site: 11,000 visits, 26 field trips from 10 counties
- 2011-Begin permanent building site plan: 1M lead gift from Lyle & Kay Jacobson; Awarded \$100,000 Legacy grant
- 2012-Open interim site with Legacy funds; Launch capital campaign; Awarded \$125,000 Legacy grant.
- 2013 -Acquire building site donated by the City of Mankato; \$2,500,000 donations pledged; begin building renovations and exhibit fabrication.
- 2014 -Install exhibits; open doors to the public.

