

## Frequently Asked Questions about the Children's Museum of Rochester

**Q: When will the Children's Museum of Rochester be open?**

**A:** Our goal is to open the museum in 2010. To meet that goal, we will need to complete a fundraising feasibility study in 2008 and then we will conduct a comprehensive fundraising campaign lasting 6 to 12 months. The final step will be construction of a new building or remodeling of an existing site.

**Q: Where will the Children's Museum of Rochester be located?**

**A:** The site has not been determined yet. Our site committee--in consultation with potential non-profit partners, city leaders, and real estate professionals--has narrowed down the list of possible locations. We hope to make a site decision by the end of 2008.

**Q: Why are you opening a children's museum in town?**

**A:** We want to give our kids the opportunity to explore and discover the world in a hands-on, personal way. Our objective is to educate and excite our children in a safe, fun, and interactive environment. We believe a children's museum in Rochester would be well-received and self-sustaining. A survey of area residents conducted on behalf of CMR in May, 2008, showed that 81 percent of respondents felt there was a need for a museum in town.

**Q: Who is involved in the project?**

**A:** The project began in 2006 with a small group of interested parents and has expanded to include dozens of volunteers and a 22-person board of directors. The board of directors includes: President Scott Liebl, Vice President Melissa Brinkman, Secretary Kim De Keyrel, Treasurer Sara McMahon, and members Matt Baasch, Dave Engstler, John Freiderichs, Sharie Furst, Ann Knudson, Marla Kruse, Brittny Lutjen, Megan Malugani, Heidi Mestad, Bethany Minot, Patti Price, Scott Schwartz, Christina Stevens, David Strauss, Jessica Swetz, Jennifer Tweed, Nicci Watson, and Tripp Welch.

**Q: How can I get involved with the project?**

**A:** Visit the CMR website [www.childrensmuseumrochester.org](http://www.childrensmuseumrochester.org) to sign up as a volunteer. Please indicate if you have expertise in the areas of communications, exhibit planning, finance, fundraising, marketing, site selection, or another specific area. (And thank you for your interest!) You can also donate to CMR through the website.

**Q: Who is going to pay for the Children's Museum of Rochester?**

**A:** We are hoping to receive donations from corporations, organizations, and individuals when our fundraising campaign begins. We also expect that local, state, and federal grants could be an additional source of funding. Once the museum is operational, we expect admission sales, museum shop sales, events, and party rentals to supplement the grants and fundraising.

**Q: Have you started the fundraising campaign yet?**

**A:** We are in the process of selecting a fundraising consultant to lead our fundraising campaign, which is expected to begin in early 2009 and last six to 12 months.

**Q: How big will the Children's Museum of Rochester be and what will be in it?**

**A:** Plans call for the museum to be 30,000 square feet. The museum will include exhibits, a museum store, theater area, party rooms, and toddler play space.

**Q: What kinds of exhibits will be in it?**

**A:** The exhibits planned for the CMR will cultivate learning by inspiring children's natural creativity and imagination, arousing their curiosity and encouraging exploration in a safe, fun and interactive environment. Exhibits will be unique to CMR and Rochester-specific, with content that relates to life in Rochester and that capitalizes on some of the major industries and distinguishing characteristics of our town. The major themed areas of the museum will consist of:

- "Common Senses," focusing on the human body and the five senses
- Technology exploration, emphasizing gross motor skills
- A Rochester Cityscape, with opportunities for role-playing
- A "Going Green" exhibit, focusing on the environment and conservation of earth's resources
- A "Construction Site" allowing opportunities for building with basic engineering

**Q: Will kids of all ages enjoy the Children's Museum of Rochester?**

**A:** We believe kids of all ages (including those adults who are kids at heart) will enjoy it. CMR's specific market focus will be children ages 2 to 14, however.

**Q: How much will admission and membership fees cost?**

**A:** We project the cost of admission to be \$4 for kids and seniors, and \$5 for adults. We also will have reduced rates and programs for disadvantaged families. We project an annual membership for a family of four will cost \$50.



**Children were delighted by a fossil collection at the CMR's booth at Family Fun Night at Graham Arena in April 2008.**

For more information, visit [www.childrensmuseumrochester.org](http://www.childrensmuseumrochester.org) or check out our blog at <http://0079954.netsolhost.com/cmr>