



News & Notes

Issue 4 Spring/Summer, 2009 www.childrensmuseumrochester.org

The Children's Museum of Rochester (CMR) is a nonprofit organization dedicated to creating and maintaining a permanent children's museum in our community.

We're all local parents—educators, businesspeople, stay-at-home parents, healthcare professionals—with the dream of providing children the opportunity to discover the world around them in a hands-on, personal way.

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Questions? Want to volunteer or contribute?
Check out

www.childrensmuseumrochester.org

or e-mail us at

info@childrensmuseumrochester.org

Children's Museum Project Picks Up Speed Goal is to Open to the Public by the End of 2010

Our efforts to establish a Children's Museum of Rochester (CMR) have continued to gain momentum and generate excitement in the community. In recent months, we've taken some significant steps forward in our efforts to establish a CMR.

- **We conducted a fundraising feasibility study, which showed strong support for the establishment of a Children's Museum of Rochester.** With the help of national development firm The Steier Group, the CMR conducted a comprehensive feasibility study at the end of 2008. More than 650 people responded to a mail or online survey about the museum, and more than half of these respondents indicated they would make a monetary gift to get a Children's Museum of Rochester up and running. Top individual and business donors in the region also responded favorably to plans for a Children's Museum here. Steier Group consultants conducted 61 personal interviews with potential top donors; 73 percent of those respondents indicated they would make a monetary gift to the CMR.
- **We held our first fundraiser on behalf of the Children's Museum of Rochester.** Although we haven't kicked off an official capital campaign, the CMR conducted a well-attended informal fundraiser on March 22. Several hundred supporters showed up at BB's Pizzeria to "Eat some pizza and raise some dough" for

the CMR. The event raised more than \$700 for the CMR, which was 25 percent of the proceeds of BB's pizza sales that day. Thank you, BB's! Expect more fundraising events in the near future.

- **We launched a new, improved website in March.** The new website, www.childrensmuseumrochester.org, includes comprehensive content that provides thorough descriptions of what a children's museum is and why we need one, a news section with links to our media mentions, an FAQs section that addresses the inquiries we get most commonly, and a Kids' Zone that solicits input from our youngest supporters. Please visit us online for all the latest news and info! And we are also on Facebook, so check us out there, too!
- **We built an interactive playhouse, dubbed "CMR Under Construction," that showcases the educational fun a children's museum can provide.** The playhouse, our first traveling mini-exhibit, will be set up around town all spring and summer at events like Family Fun Night at Graham Arena on May 5 and RochesterFest in late June. The interactive playhouse, built for CMR by Weis Builders, will teach kids about construction by giving them hands-on opportunities for laying carpet or tiles, painting walls with water, using velcro as siding, and connecting circuits to make a doorbell ring.

We're looking for a place to call home!

We are looking for an existing building in which to house the first-ever Children's Museum of Rochester. Our research has shown that most successful Children's Museums start out in buildings that are donated or made available for a bargain, and we hope to find such a deal. If you have ideas for a building that might be right for us, please email us at

info@childrensmuseumrochester.org.

The full scoop

The Children's Museum of Rochester has been written about recently in our local newspaper and magazines, as well as getting air time on the radio. With the help of Tracy McCray, the CMR produced some Public Service Announcements about our project that were aired heavily on local radio stations in March and April, 2009. You can listen to CMR president Scott Liebl, CMR vice president Melissa Brinkman, and CMR supporter Hadley Lange (age 10) on the radio ads, which are accessible via

www.childrensmuseumrochester.org/news.



FAQ

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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 by the end of 2010. To meet that goal, we will need to select a site and begin a fundraising capital campaign in late 2009.

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

A: The site has not been determined yet. We are currently looking for an existing building in Rochester in which to house the museum. Our research shows that most successful children's museums start out in a building that is donated or made available for a bargain, and we hope for such a deal.

Q: How can I get involved with the project?

A: Visit the CMR website at 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: No. We plan to begin the capital campaign soon after we select a site for the museum.

Q: What kinds of exhibits will be in it?

A: Our exhibits will depend on the size and layout of the building in which the museum is housed.

Some examples of possible exhibits include:

- **Community Works and Construction Zone:** A "mini-Rochester," this exhibit will include replicas of our many shops, restaurants, and natural resources. The exhibit will provide role-playing opportunities and promote a healthy environment.
- **Sir Isaac's ComMOTION:** This exhibit will allow students to experiment with the laws of motion with the help of simple machines.
- **Medical Exhibit (yet to be named):** This exhibit will help kids understand how their bodies work and will promote a healthy lifestyle.

CMR's exhibit philosophy is founded on the belief that learning is child's play. Our goal is to cultivate learning by inspiring children's natural creativity and imagination, arousing their curiosity and encouraging exploration in a safe, fun, and interactive environment.



Children enjoyed the CMR Farmer's Market exhibit at Healthy Kids Day at the Rochester Area Family Y in April 2009.

Donations

Your support and continued interest in The Children's Museum of Rochester is truly appreciated. If you would like to make a monetary contribution to CMR, please complete the following form.

Enclosed is my/our contribution of: \$ _____

NAME: _____ HOME PHONE: _____

EMAIL: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

Please mail your contribution to:
Children's Museum of Rochester
PO Box 6681
Rochester, MN 55901-6681

The CMR will mail you a receipt for your tax-deductible donation. **Thank you for your support.**

