

Children's Museum of Northern Colorado

\$16.25 Million Capital Campaign

FACT SHEET

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The Kellogg
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Campaign Background

The Children's Museum of Northern Colorado seeks to bring a much-needed amenity to our special part of the state—one of the fastest growing regions in the Rocky Mountain West. Children's museums use play to set the foundations of lifelong learning. Exhibits are experiential, open ended, and encourage social interaction.

Children's Museum of Northern Colorado is a 501(c)3 nonprofit led by a volunteer board of directors. Since the project's inception, a coalition of supportive stakeholders has formed that includes business owners, educators, health care providers, and community leaders. We are united in our vision to impact the lives and development of children in Northern Colorado.

Children's Museum of Northern Colorado will have 12,000 square feet of indoor exhibit space and additional outdoor exhibits. A market study was conducted by Lord Cultural Services in 2017. It concluded that Northern Colorado would sustain a children's museum and anticipated 150,000 visitors in the first year of operation. The museum will be situated near the interchange of Interstate 25 and US Highway 34, an outstanding location as well as the Gateway to Rocky Mountain State Park which welcomed 4.5 million visitors in 2017.

When realized, the Children's Museum of Northern Colorado will have a measurable economic, educational, and cultural impact on Larimer County and Weld County.



The Need

The Children’s Museum of Northern Colorado Capital Campaign will proceed in successive steps.

Stage I—Campaign Seed Funding—Since its inception, CMNC has been pursued by volunteers with a passion for the project. A major capital campaign required professional expertise, leadership and resources. Following the results of The Kellogg Organization Philanthropic Feasibility Study, the board will determine whether to use outside fundraising counsel or hire a Capital Campaign Director. It is estimated that \$250,000 would sustain the first two years of the capital campaign **\$ 250,000**

Stage II—Capital Construction Campaign—Based on industry standards, current museum trends, and visitation analysis for a museum located at the intersection of Interstate 25 and Highway 34, the Lord Cultural Resources report estimated design, fabrication, and construction costs for a 28,000 square foot building with 12,000 square feet of indoor exhibit space and additional outdoor exhibits. **\$14,000,000**

Stage III—Initial Operations—The Board seeks to pre-fund the first year’s operational budget for CMNC prior to opening. The Lord report projects that CMNC will have a high visitation rate due to the strong residential and tourist markets of the area. Additionally, CMNC is projected to have a high percentage of earned income, per the high earned income potential of children’s museums compared to other museum/cultural attractions. We seek to place CMNC on solid financial footing by securing the first-year’s operating expenses in advance. **\$ 2,000,000**

TOTAL \$16,250,000

Why a Children's Museum?

Children's Museum of Northern Colorado's Four Pillars



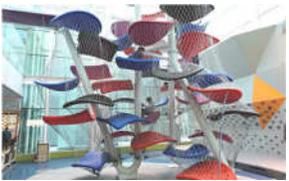
CHILDHOOD IS UNIQUE - The growth and developmental processes that occur during childhood are fundamentally different than later stages of life. How the brain makes connections, how skills are acquired, and how the body grows during childhood is substantially different than later stages of youth and adulthood.



CHILDHOOD IS IMPORTANT - Numerous academic studies connect childhood development with adult-life outcomes. Early-observable childhood attributes like empathy, self-regulation and impulse control all have measurable, positive adult-life connections.



PLAY IS PIVOTAL TO CHILDHOOD - For young children, play is more than recreation or distraction. Play is the primary process through which children interact with and experience the world. Play is best experienced socially, and with open-ended experiences that tap into problem solving, creativity, and fun.



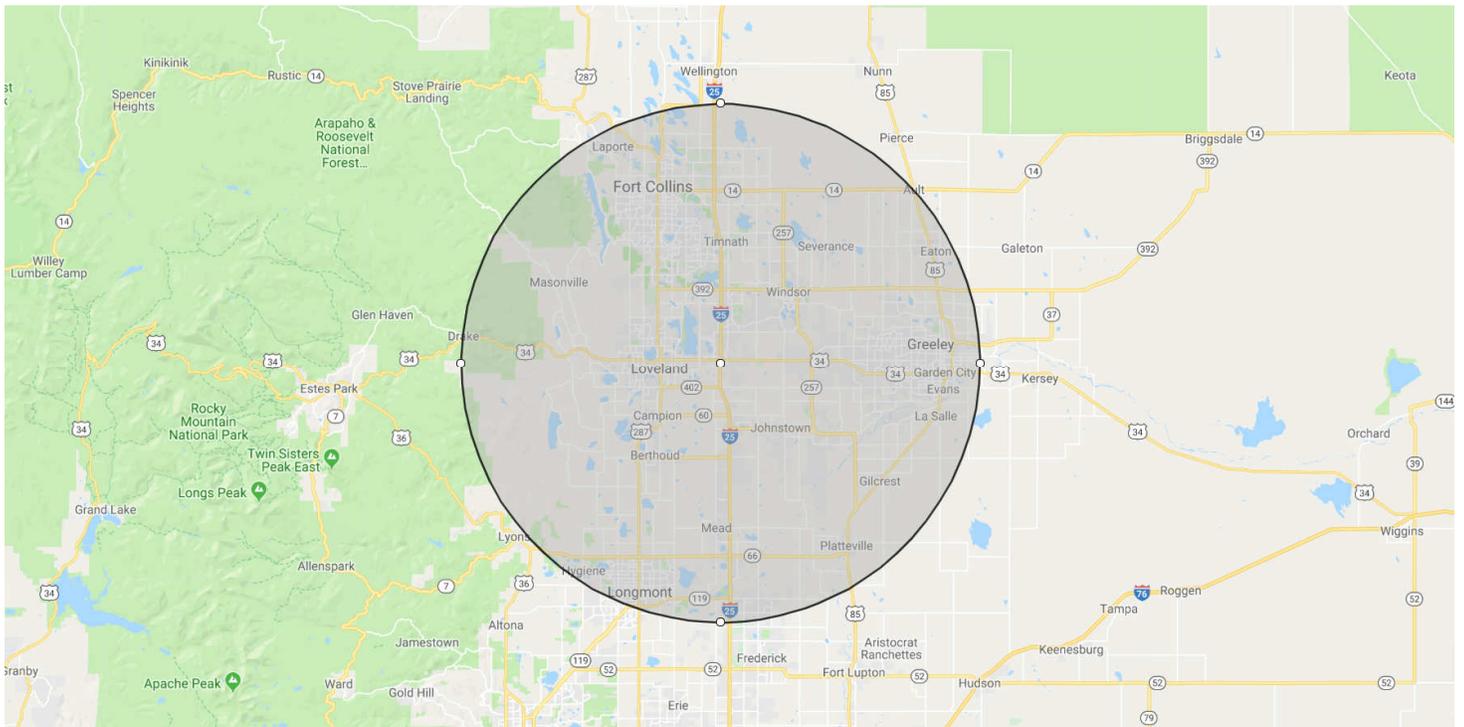
CHILDREN'S MUSEUMS ELEVATE PLAY - Play is at the heart of the children's museum experience. Children's museums seek to activate the desire to play that resides in everyone. Our mission is to offer an environment that motivates and inspires children and families to play during their visit and after they leave.





Location

In 2017, Lord Cultural Resources, the world's largest museum consultancy, determined that a children's museum located near the I-25/34 interchange (exit 257) would draw 150,000 visitors in its first year of operation. The growing communities of Fort Collins, Greeley, Loveland, Windsor, Evans, Johnstown, Berthoud, Milliken, Estes Park and Timnath are all within a short radius of this interchange.



Mission

The Children's Museum of Northern Colorado is committed to making a meaningful difference in the lives of children through its four mission-objectives:

- Inspiring Creativity
- Sparking Imaginations
- Educating Children
- Engaging Families