



**INSPIRING  
CREATIVITY**

**SPARKING  
IMAGINATIONS**

**EDUCATING  
CHILDREN**

**ENGAGING  
FAMILIES**

## What is a Children's Museum?

The Children's Museum of Northern Colorado seeks to bring a much needed amenity to Northern Colorado. Children's museums utilize the process of play to set the foundations of lifelong learning. They are intended exclusively for children and their caregivers. Exhibits are experiential, open ended, and encourage social interaction.

## Who is Behind CMNC?

CMNC is a 501(c)3 nonprofit led by a volunteer board of directors. Since the project's inception, a large 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.

## What Are We Planning?

Our vision calls for a new museum venue with 12,000 square feet of indoor exhibit space and additional outdoor exhibits. A market and feasibility study was recently conducted by Lord Cultural Services. It concluded that Northern Colorado could successfully sustain a children's museum and anticipated 150,000 visitors in the first year of operation.

## *CHILDREN'S MUSEUMS...*

**HELP FAMILIES CONNECT IN  
MEANINGFUL WAYS**

**HELP CHILDREN DEVELOP  
ESSENTIAL FOUNDATIONAL  
SKILLS**

**SPARK CREATIVITY AND  
LIFELONG LEARNING**

**ADVOCATE FOR THE NEEDS AND  
RIGHTS OF ALL CHILDREN**

**CONTRIBUTE TO LOCAL  
ECONOMIES**

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## Key Findings of Lord Cultural Resources Market and Business Reports

There has been a growing recognition that the Northern Colorado region needs a substantial children's museum to reflect a large and growing young family market. To help lead to implementation of a children's museum, a group of supporters formed a board to lead to development of the Children's Museum of Northern Colorado (CMNC). The Association of Children's Museums defines a children's museum as an institution that provides exhibits and programs to stimulate informal learning experiences for children.

In 2017, the CMNC Board contracted Lord Cultural Resources to conduct a market/feasibility study to verify their concepts and determine sustainability. Lord Cultural Resources is the world's largest museum services firm. Lord's thorough analysis determined that Northern Colorado's underlying metrics strongly indicate that the region can in fact sustain a children's museum. Based on national norms, Lord recommends 12,000 sq. ft. of exhibition space in a 28,840 sq. ft. building. Initial capital costs for construction and outfitting are \$13-\$16 million including pre-opening costs, but exclusive of site development costs.

On-site attendance levels are estimated to open at 150,000 annual visitors and stabilize at an annual attendance of about 130,000. The total annual operating budget, in 2018 dollars, is estimated to be in the range of close to \$2.0 million, with nearly 75% estimated earned income. The remaining 25% will come from donations, sponsorships, annual giving and governmental support. This broad view of annual visitors, earned income, and additional financial support is well within the ranges of a healthy, sustainable museum institution.

The conclusion of Lord Cultural Resources' report supports the Board of Directors' beliefs that a regional children's museum in Northern Colorado is needed, appropriate, and sustainable at this point in time.

