



**CHILDREN'S  
MUSEUM** !  
Northern Colorado ●

***THE CAMPAIGN FOR  
100,000 SMILING FACES***



## WHO IS THE CHILDREN'S MUSEUM OF NORTHERN COLORADO FOR?

The Children's Museum of Northern Colorado will serve children and caregivers throughout northern Colorado. More specifically, our experiences and exhibits will be designed for **children 10 years old and younger**. We will collaborate with other organizations serving Northern Colorado's children, and ensure that we **serve all families**, including those with children that are differently abled or have financial challenges. We will foster **an environment that is conscientious and welcoming** of the culture, language, religious, economic and broader diversity of the region.



**Enriching childhood through play, social connections and fun because childhood matters!**



**We Inspire Children Through  
Playful Exploration!**



## WHAT IS THE CHILDREN'S MUSEUM OF NORTHERN COLORADO?

A dedicated children's museum. Our campus will be composed of an **18,000 square foot building** with **8,000 square feet of indoor exhibit space** and outdoor fun. We anticipate over **150,000 children** and caregivers will visit us annually! This museum will be **child-led**, and full of **hands-on** exploration opportunities. Learning will happen through natural and spontaneous play.

## WHY DO WE NEED THE CHILDREN'S MUSEUM OF NORTHERN COLORADO?

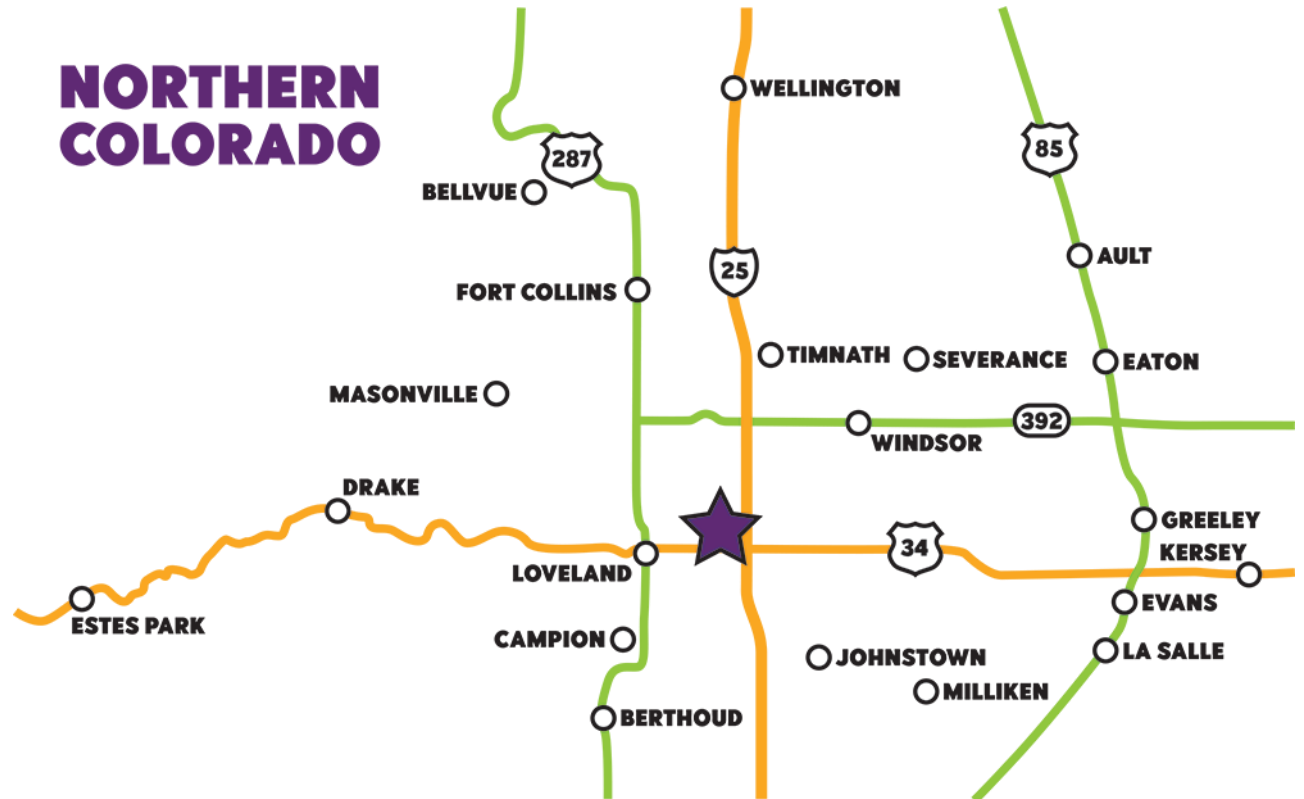
Simply put, **childhood matters**. One million neural connections are made every second in the brain of a young child, and **80% of brain architecture is built during childhood**. A young child's daily experiences determine which connections develop and last. The stimulation they receive influences a their ability to **succeed in school and life**. The **silliness and light-heartedness of childhood** can and should be celebrated. The Children's Museum of Northern Colorado will bring **regional experiences** to our children that will benefit the child, the family, our community and our world!

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**CM!  
NC!**

## WHERE WILL THE CHILDREN'S MUSEUM OF NORTHERN COLORADO BE LOCATED?

Northern Colorado-based developer McWhinney has donated a **centrally-located** parcel for the children's museum campus in Centerra. Sitting east of Houts Reservoir, the museum will be part of a mixed-use development with an intimate, **village-like atmosphere**. The Children's Museum of Northern Colorado will **easily be accessible to the entire region**. From our Skyview Event Room and Terrace, guests will enjoy **views of the reservoir and mountains**. With the support of the Erion Family Foundation and the Community Foundation of Northern Colorado, CMNC hired the Denver-based and museum-experienced firm Oz Architecture to begin master-site planning and to design initial campus and building concepts.



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## PLAYFUL EXPERIENCES FOR CURIOUS EXPLORERS

CMNC's exhibits and programming will promote **open-ended exploration** across different modalities and interests. Each experience is curated with children and their caregivers in mind. The exhibits will **invite exploration** and **encourage playful, social interactions** between children and their caregivers.



**FLOAT:**  
**BUBBLE GALLERY**



**INVESTIGATE:**  
**SCIENCE TEST LAB**



**PERFORM:** **DANCE & MUSIC PLAY ZONE**



**DRIFT:**  
**WATER GALLERY**



**THRIVE:** **COMMUNITY ROLE PLAY**



**NOURISH:** **FARM-TO-TABLE ROLE PLAY**



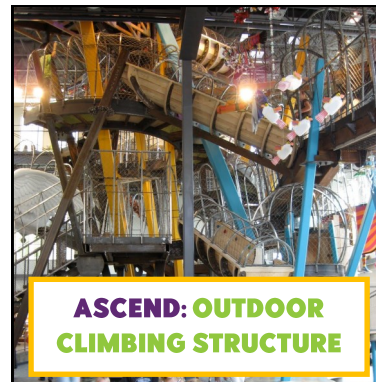
**EXPLORE:** **TODDLER PLAY ZONE**



**BUILD:** **CONSTRUCTION & BLOCKS PLAY ZONE**



**DESIGN:**  
**DIGITAL ARTS LAB**



**ASCEND:** **OUTDOOR CLIMBING STRUCTURE**



**INVENT:** **STEM LAB FEAT. SPARK!LAB**



**CREATE:** **YOUNG ARTISTS' STUDIO**

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Initial conversations about a small children's museum in Loveland.

Renewed vision for stand-alone children's museum, continued conversations in the community.

Four new board members appointed. First iteration of a broader regional board. Market study completed.

The Board sets the goal of being "Campaign Ready" by 2021. The site is identified, and Oz Architecture is chosen for initial designs.

The campaign is fully engaged as we are on our way toward construction.

**2014**

**2016**

**2018**

**2020**

**2022**



**2015**

Multiple community conversations and stakeholders meetings. First museum concepts are explored with partners in the area.

**2017**

Founders attend Interactivity Children's Museum Conference. Vision for the museum expands to become regional.

**2019**

Second Interactivity Conference. Philanthropic Feasibility study conducted. Major stakeholders meeting in Oct 2019.

**2021**

Initial designs are completed, and The Board continues its preparation for our capital campaign. First employees are hired.

**Goal: To be open to the public in 2025!**



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Help us put smiles on 100,000 **Northern Colorado** faces!



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**THE CAMPAIGN FOR  
100,000 SMILES**

The Children's Museum of Northern Colorado's capital campaign is endorsed and supported by our Board of Directors, Campaign Cabinet, Advocates, and smiling children throughout the region.

**BOARD OF DIRECTORS**

**Summer Scott**, Co-President - Erion Family Foundation  
(Loveland)

**Amy Tallent**, Co-President - Johnstown Town Council, Realtor  
(Johnstown)

**Doug Erion**, Treasurer - Erion Family Foundation (Loveland)

**Debbie Hansen**, The Group INC (Berthoud)

**Clyde Wood**, McWhinney (Fort Collins)

**Rhonda Welch**, City of Greeley (retired) (Greeley)

**Blas Estrada**, The Group INC (Loveland)

**Stacey Aurzada**, City of Greeley (Greeley)

**Julie Johnson Haffner**, Nonprofit Consultant (Windsor)

**STAFF**

**Ryan Howard**, Executive Director, [ryan.howard@nococm.org](mailto:ryan.howard@nococm.org)

**Kathi Wright**, Director of Development, [kathi.wright@nococm.org](mailto:kathi.wright@nococm.org)



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