



2010 CMD Fact Sheet

Brief History: The first Children's Museum of Denver opened in 1973 in a converted school bus. The Museum quickly outgrew this original facility, as the need for a participatory, hands-on educational institution for children and families was immediately apparent. We required a more permanent location in the community, so the organization leased and renovated a building on Bannock Street in Denver, opening to the public in January 1975. Within months, the Museum was drawing record numbers of visitors from throughout the metropolitan area. Planning soon began for a larger facility, and in 1984 the Museum opened a new building in its present location along the west bank of the Platte River.

Overview

Since its inception in 1973, the Children's Museum of Denver has served the metro-Denver community as a learning institute dedicated to the education and growth of young children, newborn through age 8, and their caregivers.

The Children's Museum of Denver offers innovative and interactive Playscapes, engaging daily programming and exciting special events. Our mission is to create a community where children and their grownups learn through play. Annually serving more than 289,000 children, the Museum provides rich play experiences and a dynamic learning environment for children to explore, discover and play!

The Children's Museum of Denver is a member of the Association of Children's Museums, a trade organization comprised of over 510 members. Currently, children's museums represent one of the fastest growing segments within educational/cultural institutions in the United States. Over the last decade the number of children's museums has grown by 100%, annually reaching nearly 30 million children and families. Children's museums rank second only to zoos among museum-related attractions in their ability to attract ethnically and culturally diverse audiences and address the needs of young children. The Children's Museum of Denver is a 501(c)(3), private non-profit organization, and a Tier II SCFD member.

Mission

The mission of the Children's Museum of Denver is to create a community where children, newborn through 8, and their grownups learn through play!

Location

The Children's Museum of Denver is located at 2121 Children's Museum Drive, Denver, CO 80211, off I-25 and 23rd Avenue.

Main phone number: 303.433.7444

Fax number: 303.433.9520

Hours

Monday, Tuesday, Thursday, Friday - 9:00 a.m. – 4 p.m.

Wednesday – 9:00 a.m. - 7:30 p.m.

Saturday and Sunday - 10:00 a.m. - 5:00 p.m.

The Museum is closed on Easter, Thanksgiving, Christmas Eve, Christmas Day, and New Year's Day.

Admission

- Under 1: Free
- Age 1: \$6.00
- Ages 2 - 59: \$8.00
- Seniors (60+): \$6.00
- Members: Free

Membership:

We offer several levels of membership to accommodate families of all shapes and sizes!

- Just for Two Membership - \$70
- Family Membership - \$90
- Professional Childcare Provider - \$90
- ACM Museum Membership - \$140
- Grandparent Membership - \$75
- Additional named members available

Attendance

The Children's Museum of Denver has experienced record attendance growth in the past several years. In FY06, we served 226,131 children and caregivers, in FY07, 253,760, in FY08, 273,061 and in FY09, 289,735.

Quick Facts from Fiscal Year 2010

- Located in Platte River Valley at I-25 and 23rd Avenue, exit 211
- Offers interactive Playscapes, monthly-themed daily educational programming, year-round family and fundraising events
- Experiences Square Footage (Programming and Exhibit Spaces)- 11,310
- Annual budget of \$4 million
- 35 full-time and 10 part-time staff
- More than 26,000 students and teachers served by Outreach Programs and Field Trips each year
- 6,615 members

- We provided 12,833 free admissions to children in low-income schools and child care centers through our Sponsored Admissions Program;
- We completed the sixth year of the Museum's *G.R.O.W.* (Growing Respect by Observing our World) *Science and Literacy Collaborative*, involving more than 900 Denver and Adams County children from Title I schools, their teachers and families;
- We opened our doors free to the public the first Tuesday evening of each month, thanks to the generosity of the Target Corporation, drawing more than 11,000 children and their caregivers;
- We welcomed 1,783 Head Start children and their families through the City of Denver's 5 By 5 Project, which introduces participants to leading cultural facilities free of charge;
- SCFD member (Tier II)

Fun Facts

- Last year, we used over 100,000 little screws and over 200lbs of big screws in our Assembly Plant
- You could fill 13 bathtubs with the paint used in ARTS a la Carte last year
- The paper we used in ARTS a la Carte last year could cover a football field almost 42 times
- Museum educators read over 1,200 books to our young visitors
- Kids and their grownups used over 15,000 Jumbo Craft Sticks in their Assembly Plant architecture

Educational Programming

Every month is full of new programming with a different theme throughout the whole Museum. Whether your child loves art, stories, science or nature, our daily programming is packed with fun, education and surprises! The daily programming matches the monthly theme so you can always count on something new and educational.

Programs:

- StoryTime
- Toddler Time
- ARTS a la Carte
- Afternoon Adventures
- Super Science Sunday
- Backyard Explorers
- Make Believe Matinee

FY10 Monthly Themes

- January: Wild West
- February: Fairy Tales and Fables
- March: All About Animals
- April: Planet Earth
- May: Get Caught Reading
- June: Head, Shoulders, Knees and Toes
- July: Stellar Science
- August: Messin' Around
- September: Our Diverse Community
- October: Bootiful Bugs
- November: Blast to the Past
- December: Winter Wonderland

Exhibits

Interactive Playscapes at the Children's Museum are designed for children and their caregivers to explore, discover and play together.

- Alphabet Soup
- ARTS a la Carte
- The Assembly Plant
- Bubbles - Opened May 15th, 2010
- Center for the Young Child
- Click Clack Train Track
- CMD Fire Station No. 1 and Interactive 911
- My Market
- Ready Vet Go!
- Under My Feet and Over My Head
- Hopscotch
- Will*i*tWorks (Prototyping Area)

Annual Special Events

There are special events and unique fundraisers happening all year round.

- Bunny Trail EggVenture
- Trick or Treat Street
- Snack with Santa
- Noon Year's Eve
- Hop, Skip and a Jump Start ~ Family 5k
- PlayDates ~ "Anything Goes" Fundraisers
- The Birthday Bash ~ Fundraiser
- Say Cheese! ~ Professional Photography Fundraiser

Information

For more information please contact Zoe Ocampo, Manager of Marketing and Communications, 303.561.0111 or zoeo@cmdenver.org