



2012 Fact Sheet

Mission

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

Brief History

The first Children's Museum of Denver opened in 1973 as a traveling experience. The Museum quickly realized the need for a participatory, hands-on educational institution for children and families. We required a more permanent location in the community, so we 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. Since then, we have served consistently growing numbers of children and their caregivers through our mission of play-based learning.

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 exhibits, engaging daily programming and exciting special events. Annually serving more than 308,000 children and their caregivers, 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 500 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.

Location

2121 Children's Museum Drive, Denver, CO 80211
Exit 211 off I-25
Main phone number: 303.433.7444
Fax number: 303.433.9520

Hours

Monday, Tuesday, Thursday, Friday – 9:00 a.m.–4:00 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 open for free from 4:00-8:00 p.m. the first Tuesday evening of every month.

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 sizes.

- Just for Two Membership - \$70
- Family Membership - \$90
- Professional Childcare Provider - \$90
- Adventure Passport Membership - \$140
- Grandparent Membership - \$75

Attendance

The Children's Museum of Denver has experienced record attendance growth in the past several years. In Fiscal Year (July 1 - June 30) 06, we served 226,131 children and caregivers, in FY07, 253,760, in FY08, 273,061, in FY09, 289,735, in FY10, 293,275 and in **FY 11, 308,162.**

Museum Facts (FY11)

- Experiences Square Footage (Programming and Exhibit Spaces) - 11,310
- Annual budget of \$3.9 million
- 30 full-time and 15 part-time staff
- Nearly 730 special event volunteers and volunteer team leaders gave 9,726 hours of their time
- A dozen weekly volunteers assist with educational programming and StoryTimes
- More than 28,500 students and teachers served by Outreach Programs and Field Trips in 2011
- Over 6,600 member families

- We provided 15,003 free admissions to children in low-income elementary schools and child care centers through our Sponsored Admissions Program in 2011
- In 2011, we completed the eighth year of the Museum's *G.R.O.W.* (Growing Respect by Observing our World) *Science and Literacy Collaborative*, involving more than 5,000 Denver and Adams County children from Title I schools, their teachers and families
- We open our doors free to the public the first Tuesday evening of each month, thanks to the generosity of the Target Corporation, drawing more than 12,600 children and their caregivers in 2011 and nearly 47,500 since 2007
- In 2011, we welcomed 2,300 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 400 pounds of big screws in our Assembly Plant
- Nearly 72,500 paintings were created in ARTS a la Carte
- Museum educators and volunteers read over 1,100 books to our young visitors
- Kids and their grownups used more than 30,000 Jumbo Craft Sticks in their Assembly Plant architecture

Educational Programming

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

- ***Afternoon Adventures***
This program is carefree and imaginative, just like childhood. All activities promote the cognitive development of school-age children.
Target Age: 4-8 years
Days and Times: Mondays and Fridays at 2:30 p.m.
- ***ARTS a la Carte***
Every month, a different activity is set up in the ARTS a la Carte exhibit. Each project follows the monthly theme.
Target Ages: All Ages
Days and Times: Set up in ARTS a la Carte every day.

- **(Facilitated) ARTS a la Carte**
Nurture your child’s creativity in this program showcasing a variety of artistic styles, media and techniques.
Target Ages: All Ages
Days and Times: Tuesdays and Thursdays at 10:30 a.m.
- **Backyard Explorers**
Discover the plants and animals in our own backyards.
Target Ages: 4 -8 years
Days and Times: Wednesdays and Saturdays at 2:30 p.m.
- **Make Believe Matinee**
Using imagination, costumes and props, everyone can be a shining star in this theater-based program.
Target Age: All Ages
Days and Times: Tuesdays and Thursdays at 2:30 p.m.
- **StoryTime**
Stories jump off the pages as children and grownups engage in a literacy wonderland.
Target Age: All Ages
Days and Times: Daily at 11:30 a.m. and Wednesdays at 6 p.m.
- **Super Science Sunday**
Explore the science all around us with experiments and inventions.
Target Age: All Ages
Days and Times: Sundays at 2:30 p.m.
- **Toddler Time**
Enjoy developmentally appropriate stories, songs and games designed just for toddlers.
Target Age: 1-3 years
Days and Times: Mondays at 9:30 a.m. and 10:30 a.m.

Monthly Themes

- January: Wild West
- February: Fairytales and Fables
- March: All About Animals
- April: Planet Earth
- May: Get Caught Reading
- June: Healthy Kids
- 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.

- **3, 2, 1...Blast Off** – Learn the physics of flight as you build, launch and test your own rockets, hovercrafts and other flying creations.
- **Alphabet Soup** - Learn your ABC's and 123's when you swirl around Alphabet Soup, the magnetic wall scattered with tools to create great stories.
- **ARTS a la Carte** - Get messy and inspired with painting, dancing and a puppet theater. This Playscape has something for every artist.
- **The Assembly Plant** - Engineer buildings, design trucks and construct helicopters with blueprints, real tools and your imagination.
- **Bubbles** - Bubbling up, over and out, you can create, observe and manipulate soapy science like never before.
- **Center for the Young Child** -Our youngest visitor (newborn through age 4) can travel through this storybook world of lily pads, bridges and cottages.
- **Click Clack Train Track** - Put on your engineer's hat to construct, connect and build one-of-a-kind train tracks with your fellow conductors.
- **Fire Station No. 1** - Sound the siren, flash the lights and learn what our community heroes do to keep us safe!
- **Hopscotch** - Our pet cow has bright pink horns and a chalkboard body, perfect for chalk art!
- **My Market** -Shop for healthy choices with kid-sized carts and baskets and prepare tasty meals at the restaurant.
- **Ready Vet Go!** - Examine x-rays, listen with a stethoscope and bandage up the bruises in this veterinary clinic for all the doctors-to-be!
- **Spotlights** - Dance, hop and shuffle across this unique interactive floor full of light play.
- **Under My Feet and Over My Head** - Crawl through the ant hill, cozy up in the bird's nest or make your fort in the tree house.
- **WillitWorks** - This is the Museum's prototyping area where we test ideas, programming and exhibits to see how you like them. You never know what you'll get to try out!

Annual Special Events

There are special events and unique fundraisers happening year round. In addition to the annual events listed below, the Museum hosts a variety of "surprise" special events each year.

- **Bunny Trail EggVenture** - Celebrate the arrival of spring with arts and crafts, StoryTimes, animal friends, music and more.
- **Trick or Treat Street** - A delicious trick-or-treating adventure for the whole family.
- **Snack with Santa** - Snap shots of your little ones with Santa and take a bag of goodies home.
- **Noon Year's Eve** - Ring in the New Year just like Times Square with ball drops, bubble-wrap "fireworks" and some seriously momentous fun!
- **Hop, Skip and a Jump Start** - Fun run for the whole family with a 5K, Infant Crawl, Kid Course and Toddler Trot. (Fundraiser)
- **The Birthday Bash** - A whimsical adults-only fundraiser.

To learn more about daily happenings and the mission, philosophy and pedagogy of the Children's Museum of Denver, please visit www.mychildsmuseum.org.