



## FAQ'S

### BACKGROUND INFORMATION

#### **What is the CMRC?**

*The Children's Museum of Rock County (CMRC) is a group of volunteers dedicated to opening a children's museum in downtown Janesville.*

#### **What is the mission of the CMRC?**

*The mission of CMRC is to promote the joy of learning through play.*

#### **What are the origins of the CMRC?**

*The museum started as a capstone project by the Leadership Development Academy of Rock County class of 2006-2007.*

#### **Does Janesville need a children's museum?**

*Yes. While Janesville has a wonderful library, fantastic parks system, and strong schools, it has very limited enrichment opportunities for children and families, especially children ages 0-8.*

#### **Who are the people involved with the CMRC?**

##### **Our Board Members include:**

<i>Claire Gray, President</i>	<i>Olivia McCarthy</i>
<i>Elizabeth Paull, Treasurer</i>	<i>John Westphal</i>
<i>Jannah Benson, Secretary</i>	<i>Capital Campaign Chair - John Westphal</i>
<i>Sabrina Bowerman</i>	<i>Capital Campaign Coordinator - Brittany Brandt</i>
<i>Sara Iverson Smith</i>	

### CAPITAL CAMPAIGN

#### **What are the project costs, and does this account for the current construction demand and inflation?**

*We are budgeting \$8 million for the museum design and construction. Our building will be designed to fit into our budget.*

#### **How much of this is privately funded?**

*Private funding is currently at \$2.5M.*

#### **What is the budget for expenses related to the capital campaign?**

*We are projecting approximately \$200,000 in campaign expenses.*

#### **There are several ongoing capital campaigns in the community. How does the CMRC differentiate itself from the other worthy projects?**

*Each project has its own merits and supporters, and the CMRC wishes all of them well. We believe we have a broad appeal for those interested in children at play, early childhood development, downtown redevelopment, economic development, and historic preservation. With our projected annual attendance of 81,000, we believe this will be a transformative project for downtown Janesville.*

#### **What are your plans if you do not raise the entire \$8 million in your campaign?**

*We intend to spend the entire amount we have raised. We will scale back construction and build only what we can afford. We would try to build the entire footprint of the building, but perhaps not install high-end exhibits. We would fill the space with appropriate finishes to allow the children to PLAY.*

#### **What happens if your campaign is unsuccessful and you cannot proceed with constructing any part of the museum?**

*We will pay all expenses related to the campaign and project up to the time we postpone the project. We will then return to the donors all pledge payments received and remaining, on a pro rata basis.*

## FACILITY

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### **Do you intend to reuse the historic bank?**

*Yes, the bank building will be part of our development. We intend to preserve the exterior and remodel the interior space to serve as part of the museum.*

### **What is the square footage of the museum?**

*We expect the facility to total 20,000 to 25,000 square feet with additional outdoor space.*

### **What is the name of the museum?**

*We intend to hold a "name the children's museum" sometime during our design and construction phase.*

### **How much parking will be onsite or nearby?**

*We intend to design 20-30 spaces on site, with additional parking available on-street and nearby public parking slots.*

## TIMELINE

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### **How long is the fundraising period?**

*We will wrap up most of our fundraising by the end of 2023, although we will continue to accept donations through the entire design and construction process.*

### **When will construction begin — after how much money or a percentage of the total is raised?**

*We project that construction can begin in the spring of 2024 and be complete in 12-14 months.*

### **When do you expect to open the museum doors?**

*We hope to be open in the first half of 2025.*

## PLEDGES AND DONATIONS

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### **What is the pledge period?**

*Up to five years. Donors can pay monthly, semi-annually, annually, one-time, and in any amounts that total the pledge.*

### **What are the donor benefits opportunities?**

*See our menu of donor benefits and naming opportunities that give many options to those interested.*

### **Can I select or determine a specific exhibit, then pay for an exhibit?**

*No, an exhibit committee will decide which exhibits go into the museum. Your level of contribution may compel us to add you to the exhibit committee though.*

### **Is any part of my donation paying for operations?**

*No, although the capital campaign is paying for expenses related to conducting the campaign*

## MUSEUM OPERATIONS

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### **Will the children's museum be a professional organization, or will it be run mostly by volunteers?**

*The museum will be professional operation with a staff of 10.5FTEs (when operating at full staffing capacity). While there will be a volunteer corps that supports museum activities, volunteer labor will not be the core of our operations.*

### **Will the museum allow birthday parties?**

*Yes, interested persons can rent the applicable spaces for birthday parties seven days per week.*

### **Will the museum be offered for rental for corporate events?**

*Yes, interested persons can rent the applicable spaces for events seven days per week.*

### **What will be the museum's hours of operation?**

*We expect the museum to be open seven days a week during normal business hours.*

### **How many employees will the Museum have?**

*We are projecting 10.5 FTE's when we are fully staffed and operational.*

## FINANCIAL

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### **Will the museum be financially self-sustainable from operations?**

*Based on a stable year of operations and mid-range attendance, we have the potential to earn about 84% of the revenues needed to support our annual operating costs. In a stabilized year, we will need an additional 16%, or approximately \$160,000, from outside revenue sources including annual fundraising, grants, and so on.*