



CHILDREN'S MUSEUM

of ROCK COUNTY



LET'S PLAY TOGETHER

LEARN. GROW. TRANSFORM.

CAPITAL CAMPAIGN FOR THE
CHILDREN'S MUSEUM OF ROCK COUNTY

www.kidsatplayrc.com

The Mission of the
Children's Museum of Rock County
is to promote the joy of learning
through PLAY.

Play is the language of children and it is the process through which they learn. By learning, children grow. By growing, children transform; they transform themselves and can transform the world around them. Supporting CMRC is supporting the future of Rock County.

Rock County is a good place to raise a family. We have safe communities. We have good schools. The cost of living is affordable and residents have access to fantastic public amenities like the Arrowhead Library System and an extensive parks system, both at the county and the city/town level. Despite these positives, Rock County in general, and Janesville in particular, is lacking in quality enrichment and entertainment options for kids and families.

Additionally, these amenities are not enough to raise well-rounded kids for 21st century success. They need a place where they can explore and imagine. A place where they can be challenged and inspired. A place where they can build their brains and their bodies. We need a children's museum where kids and their families can learn, grow, and transform through PLAY.

We are excited to embark upon this adventure of building a children's museum in the heart of our community and we hope you will join us in this endeavor. C'mon, Let's PLAY Together!

The Board of Directors
Children's Museum of Rock County

LET'S PLAY TOGETHER



Play is often talked about as if it were a relief from serious learning. But for children, play is serious learning. Play is really the work of childhood.

Fred Rogers



LEARN. GROW. TRANSFORM.



LEARN

KIDS LEARN BY DOING.

- The Children's Museum will have a variety of hands-on learning experiences that will encourage exploration, ignite creativity, engage a multitude of senses, and develop brains and bodies.
- The five central domains of child development are: cognition, social interaction and emotional regulation, speech and language, physical skills, and sensory awareness. The Museum's exhibits and programs will support learning in each of these domains and act as a symbol of the community's commitment to child development and life-long learning.



GROW

GROWTH IS A NATURAL OUTCOME OF LEARNING.

- New experiences in new environments lead to new ways of doing. By providing a wealth of experiences in environments designed specifically for children and their development, the Children's Museum will be a place where kids can grow their minds and bodies.
- Through exposure, kids will increase their understanding, enhance their awareness, expand their horizons, and gain a broader understanding of what is possible. These factors are essential when kids troubleshoot problems and explore solutions.



TRANSFORM

BY LEARNING AND GROWING, WE TRANSFORM.

- The Children's Museum will impact the lives of countless children and their families through our interactive exhibits and content-driven program offerings. Collectively, these experiences will equip them with the skills, knowledge, and ability to navigate challenges as opportunities and approach life with an inquisitive and creative mindset, attributes that are key to succeeding in a 21st century economy.
- We also hope that the memories children and their caregivers make at the Museum deepen their connection and strengthen their relationship. When children are securely attached to the adults around them, positive learning and life outcomes are substantially increased.

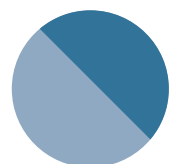


PROJECT BUDGET

Category	Projected Expense
Capital Campaign Expenses	\$200,000
Architect Engineering Fees	\$660,000
Construction Contingency	\$400,000
Construction Costs & FFE	\$6,740,000
Total	\$8,000,000



**We plan to build a 20,000-25,000 square foot facility to meet the needs of children and families. Museum content will focus on: gross motor and fine motor skill development, science, technology, engineering, art, math, music, dramatic (imaginative) play, history, geography, and sensory exploration. Key to our success will also be features like an adventure playground, water room, makerspace, party room, flexible-use areas, and rotating exhibit content. We are sensitive to the diverse needs of our visitors and plan to have a dedicated infant and toddler area along with a quiet sensory room.*



Gift Opportunities

Gift Level	Gifts Needed	Total
\$2,000,000	1	\$2,000,000
\$1,000,000	2	\$2,000,000
\$500,000	2	\$1,000,000
\$300,000	1	\$300,000
\$250,000	5	\$1,250,000
\$150,000	1	\$150,000
\$100,000	5	\$500,000
\$75,000	1	\$75,000
\$50,000	5	\$250,000
\$35,000	2	\$70,000
\$25,000	2	\$50,000
\$20,000	5	\$100,000
\$15,000	4	\$60,000
\$10,000	10	\$100,000
\$5,000	10	\$50,000
\$2,500	10	\$25,000
\$1,000	20	\$20,000
TOTAL	86	\$8,000,000



Recognition Opportunities

Gift Level	Facility	Gallery	Space or Room	Exhibit	Annual Event	Lifetime Membership	Donor Wall
\$1,000,000+	•	•	•	•	•	•	•
\$1,000,000		•	•	•	•	•	•
\$500,000		•	•	•	•	•	•
\$250,000			•	•	•	•	•
\$100,000			•	•	•		•
\$50,000			•		•		•
\$25,000			•				•
\$10,000			•				•
\$5,000							•
\$2,500							•
\$1,000							•

Definition and Terms of Opportunities

Facility Naming is not to name the Museum itself, but to name the development, such as "The Children's Museum of Rock County in the Smith Family Historic Bank Facility." Facility naming is in perpetuity.

Gallery Naming is in perpetuity. Gallery spaces are \$500,000 and up and will be defined as the design evolves.

Space or Room Naming is in perpetuity to name a specific space or room in the Museum. Examples include the Patio, Café,

Board Room, Birthday Room, and other similar spaces. Options will be defined as design evolves.

Exhibit Recognition applies to exhibits over a period of 5 to 10 years, depending on giving level. 10-year recognition applies to gifts of \$250,000. 5-year recognition applies to gifts of \$100,000. Exhibit options will be defined as design evolves. They will not be in perpetuity given the need to change exhibits based on wear-and-tear as well as content.

Annual Event is an opportunity for donor to host their own private, after-hours event in the Museum. Donors will have use of any space or the entire building. The Annual Event is a fantastic opportunity for a business gathering, an employee family night, or a night for your family and friends to have fun and PLAY!

Lifetime Membership will be at a level to enjoy our Museum and the many benefits offered.

COMMUNITY IMPACT



81,000
ANNUAL VISITORS

Stable year attendance achieved in Year 3 of operations. Attendance in Years 1 & 2 is projected to be 10-15% higher. For context, Rotary Botanical Gardens, Rock County's largest visitor attraction, has 100,000 visitors per year; 60,000 of which attend the Holiday Light Show. The Children's Museum's 81,000 visitors spread over seven days per week will be a game-changer for downtown.



22.2% of our
COMMUNITY

The Children's Museum's target market is school age children, both as part of school groups and together with their families. With 22.2% of Rock County's population being school age, CMRC has the potential to serve about a quarter of our community.

[ConsultEcon Study: ConsultEcon Resident Market Area Profile 2020, Table III-2]

26,012 CHILDREN



The target age group for the museum is ages 0-8, with additional opportunities to engage ages 9-12. There are currently 26,012 children aged 0-12 in Rock County, which is projected to increase slightly in the next 5 years. While additional age groups will benefit from the Children's Museum, the young children are a crucial demographic. We can directly impact more than 26,000 local lives.

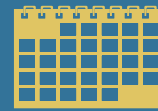
[ConsultEcon Study: Resident Market Area School Age Children Profile, 2019 – 2024 Table III-3]



\$4.26M In
ANNUAL ECONOMIC IMPACT

The average visitor spends \$50 beyond the cost of admission in nearby restaurants and shops when they visit local attractions while the average out-of-town visitor who stays overnight spends an additional \$150 on hotel accommodations. Taken together, spillover spending from local and non-local visitors translates into a total annual economic impact of \$4.26M.

[ConsultEcon Study: Stabilized Attendance Potential, Table V-1, and Visitors Bureau statistics & Janesville Area Convention and Visitors Bureau statistics]



7/365

The Children's Museum will be open year-round, seven days a week with closure on selected holidays. This operating schedule is typical of children's museums around the country, and especially here in Wisconsin. Currently, there are few area attractions open on Mondays. The Children's Museum will be able to bridge this gap, along with driving consistent foot traffic into our community on a regular basis.



An Historic Building

The Museum project will result in the adaptive reuse of 100 W. Milwaukee Street - the historic First National Bank - which is an architectural cornerstone and important part of Janesville's history. From the late nineteenth century until recently, the First National Bank and its successors were always one of the city's most important financial institutions. We now intend to turn the City's financial center into the learning center, crucial to our community's vitality and future. We intend to preserve the exterior of the building and make it the visual anchor for our museum.

CHILDREN'S MUSEUM OF ROCK COUNTY

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