



**BOSTON  
CHILDREN'S  
MUSEUM**



## ABOUT BOSTON CHILDREN'S MUSEUM

### Mission

Boston Children's Museum engages children and families in joyful discovery experiences that instill an appreciation of our world, develop foundational skills, and spark a lifelong love of learning.

### Vision

Boston Children's Museum is a welcoming, imaginative, child-centered learning environment that supports diverse families in nurturing their children's creativity and curiosity. We promote the healthy development of all children so that they will fulfill their potential and contribute to our collective wellbeing and future prosperity.

### Values

- We believe in the intrinsic value of play and provide opportunities for experiential learning, and multisensory, object-based exploration
- We connect children and families to transformational experiences and ideas in science and technology, health and wellness, arts and humanities, and global cultures
- We support parents, caregivers, educators, scientific researchers, civic leaders and health professionals in addressing critical issues facing children
- We embrace change and innovation in order to address the changing landscape of childhood
- We introduce children and families to the diverse cultural life of the city and are a vibrant urban meeting place for all in Boston and beyond

### Groundbreaking Exhibits

- **Countdown to Kindergarten** – Exhibit to help kids and families prepare for kindergarten
- **PlaySpace** – First exhibit for young children
- **Peep's World** – Preschool science exhibit
- **Climbing structure** – Three-story, jaw-dropping maze
- **Japanese House (Kyo-no-Machiya)** – Gift from Boston's Japanese Sister City Kyoto to the city of Boston in 1979
- **Traveling exhibits developed by the Museum** – Award winning exhibits featured across the United States and Canada

### 99 Years of Major Milestones

- Founded by Boston Public School teachers in 1913 in Jamaica Plain
- Second oldest children's museum in the world
- First museum to introduce client-focused and hands-on exhibits
- Moved to The Fort Point Channel Landmark District in 1979 into a former wool warehouse.
- Completed \$47-million expansion and renovation project in 2007
- Boston's First "Green" Museum

### Learning Resources

- **Beyond the Chalkboard** – First free, online after-school curriculum. [www.beyondthechalkboard.com](http://www.beyondthechalkboard.com)
- **Playlab** – MIT conducts cognitive research with young children onsite
- **School Readiness** – Partnering with educators, families and community organizations to help families get ready for Kindergarten
- **Learning Together** – A new Museum staff training curriculum about better serving the whole family
- **Our Green Trail** – Exhibit highlighting the green aspects of the Museum's building and grounds. The online component of the exhibit can be found online at [www.ourgreentrail.org](http://www.ourgreentrail.org)





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### Public Programs for Every Interest

- **Art Studio** - A space to let creativity bloom
- **Health and Wellness** - Making healthy lifestyle choices can be fun
- **KidStage** - Participatory live theater by professional actors
- **Performing Arts** - Dance and music when you would least expect them
- **Science** - Notice, wonder, question, play

### Museum Operations

- 52 full-time, 38 part-time staff
- Annual budget – \$9.2M, of which less than half is covered by admissions and membership revenue
- 24-member board of trustees, 30-member board of overseers, and 25 Honorary Trustees
- Size – 177,074 square feet (entire building)
  - 50,000 square feet (exhibit space)
  - 30,998 square feet (office space)
  - 57,501 square feet (tenant space)
  - 7,883 square feet (storage space - collections/kits)
- Fully accredited by American Association of Museums (AAM)
- Over 50,000 items in the Museum's collections
- Great location for meetings, conferences, and parties

### Visitor Demographics

- **558,616** visitors annually (FY 2011)
- **10,000+** member households
- **29%** receive free or discounted admission
- **4%** visit with camp, community or school groups
- Almost **84%** are from New England and **75%** from Massachusetts

### In 2013

**Boston Children's Museum celebrates its 100th Birthday with dazzling new exhibits and spectacular public programs.**