



Quick Facts

An At-A-Glance Look at Omaha Children's Museum

(402) 342-6164
www.ocm.org

500 S 20th Street
Omaha, NE 68102



Name: Omaha Children's Museum
Type of Organization: 501 (c) 3
Mission Statement: The mission of Omaha Children's Museum is to engage the imagination and create excitement about learning.

A History of the Museum

1977 - Museum incorporated. First housed in the City/County Connector building before moving to 18th and St. Mary's Ave.

1989 - Moved to current and permanent home at 20th Street and St. Mary's Ave.

1993 - Complete renovation of main floor (40,000 sq. feet)

2002 - Second floor renovation of 20,000 sq. feet completed, making the facility 60,000 sq. feet and in the top 15% of children's museums worldwide

2006 - Building on the Best Campaign raises \$6.6 million for complete renovation of permanent exhibits

2007 - Exhibit renovation complete

2010 - Named Omaha Non-Profit of the Year by the Greater Omaha Chamber of Commerce

Permanent Exhibits

• Creative Arts Center:

This area sparks kids' creativity with an Artist-in-Residence Studio, a Design It area where kids can make art to be a part of the community sculpture; a performing arts theater where children dress up in costume, put on stage makeup and perform puppet shows; and a super-sized LiteBrite and Magna Doodle.



• Charlie Campbell Science and Technology Center:

Science comes to life in this space with the popular Super Gravitrax, a gigantic ball machine that teaches basic principles of gravity and motion as well as hydraulics, pneumatics and mechanics. Science Showplace houses live science demonstrations and the Inventor's Workshop allows kids to tinker, experiment and hone their inventing skills.

• **Imagination Playground:** Designed for early learners, this area features a farm, fire rescue area, grocery store and water play area. The Wiggle Room - a special area for children ages 0-3 - houses developmentally appropriate activities, toys and images. The Family Room gives people a special place to relax and regroup with a living area, kitchen and nursing space.

Membership

Family	\$75
Grandparent	\$75
Supporting	\$150
Contributing	\$250
Benefactor	\$500
Gift of Play	\$1,000

Admission Prices

Members	Free
Children under 24 Mos.	Free
Children ages 2-15	\$8
Adults ages 16-59	\$8
Seniors ages 60+	\$7

Hours

Summer Hours[†] (Memorial Day - Labor Day)

S	M	T	W	T	F	S
1-5	CLOSED	10-5	10-5	10-8	10-5	10-5

Winter Hours[†]

S	M	T	W	T	F	S
1-5	CLOSED*	10-4	10-4	10-4	10-4	10-5

[†]Closed on major holidays

*Open some Mondays during school holidays

Recent Traveling/Temporary Exhibits

- Titanic: The Artifact Exhibit
- Grossology: The (Impolite) Science of the Human Body
- Discovering Chimpanzees: The Remarkable World of Jane Goodall
- DinO!saurs: A Return of Prehistoric Proportions
- Frontier Presents *Can You Tell Me How to Get to Sesame Street?*
- Bob the Builder™ - Project: Build It
- How People Make Things
- FORE! The Planet: A Putt to Learn Adventure
- DinO!saurs: A Prehistoric Expedition
- SPEED
- Sesame Street Presents: The Body
- Construction Zone
- Adventures with Clifford the Big Red Dog

Operating Budget

Operating Expenses

2004-05	\$1,203,403
2005-06	\$1,230,356
2006-07	\$1,577,259
2007-08	\$2,035,181
2008-09	\$2,035,352
2009*	\$2,013,460

65% Earned (Admissions, Membership, Programs)
35% Contributed (Sponsorships, Donations, Grants)

Staff

- 17 Full Time Staff Members
- 24 Part Time Staff Members
- 180 Volunteers

Our Market/Audience

- Families with children ages 0-12 in the greater Omaha/Council Bluffs area
- Grandparents
- School groups, educators, preschools, early childhood care providers, homeschool families and scouting groups
- Tourists



Welcome Fund

The donor-supported Welcome Fund allows the museum to provide memberships to families and other groups who could not ordinarily afford museum admission. Over 900 families have benefited from the program since its inception in 2003.



*Fiscal year changed to calendar year

Our Visitors

Total attendance

Year	Attendance	Memberships
2003:	168,442	3,776
2004:	220,064	2,698
2005:	165,504	4,290
2006:	219,878	5,926
2007:	234,783	5,973
2008:	263,817	6,438
2009:	252,719	5,826

Special Events & Programs

- Autism Night** - A special evening for children with Autism and their families. The museum works with UNMC and the GWR Sunshine Foundation to create an appropriate environment.
- Artist-in-Residence** - Every six months a new local artist joins the museum to teach kids their craft through workshops at the Karen Levin Artist-in-Residence Studio. Kids have experienced glass fusion, puppetry, sculpture and textile art through this program.
- Carefree Kids** - A special event for children whose immune systems have been compromised and their families. Advised by medical professionals, this event provides a clean environment so families can learn, play and enjoy time together.
- Early Childhood Activities** - A number of programs are designed specifically for children ages 0-3. In Preschool Pals, a new theme is explored each week through activities, stories, songs and games. Busy Baby Art and Busy Big Kid Art are classes that feature sensory-motor experiences and give children an opportunity for creative expression.
- Homeschool Series** - This year-long series explores a number of science topics twice monthly and is offered specifically to homeschool families.
- Open Science Labs** - Children explore different science topics in a facilitated hands-on lab program several times each week.
- Overnights** - Children spend a night in the museum with activities and friends abound.
- Outreach** - The museum goes into classrooms with programs that complement school curriculum and address topics in the humanities, arts and sciences.
- Science Shows** - Science comes to life in these shows presented by museum educators several times each day in the Science Showplace. Kids delight in learning about topics from bubbles to physics.
- Summer Camps** - From robots and dinosaurs to fairy tales, the museum offers a number of day and half-day summer camps to spark inspiration and imagination.