

## MISSION STATEMENT

To engage the imagination and create excitement about learning.

## TYPE OF ORGANIZATION

501 (c) 3

## A HISTORY OF THE MUSEUM

**1976** - Museum incorporated. First housed in the City/County Connector building before moving to 18<sup>th</sup> and St. Mary's Ave.

**1989** - Moved to current and permanent home at 20<sup>th</sup> 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 or complete renovation of permanent exhibits.

**2007** - Exhibit renovation complete.

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

**2011** - First community exhibit, Big Backyard.

**2017** - Set record attendance with 324,078 visitors.

## MARKET AUDIENCE

- Families with children ages 0-8 in the greater Omaha/Council Bluffs area
- Grandparents
- Tourists
- School groups, educators, preschools, early childhood care providers, homeschool families and scouting groups

## STAFF

**40** Full Time Staff Members

**45** Part Time Staff Members

## OPERATING BUDGET

### Operating Expenses

|            |             |
|------------|-------------|
| 2013 ..... | \$3,174,350 |
| 2014 ..... | \$3,356,660 |
| 2015 ..... | \$3,756,709 |
| 2016 ..... | \$3,937,123 |
| 2017 ..... | \$4,422,101 |

**65% Earned** (Admissions, Membership, Programs)

**35% Contributed** (Sponsorships, Donations, Grants)

## OUR VISITORS

### Total Attendance

| Year       | Attendance | Memberships |
|------------|------------|-------------|
| 2013 ..... | 282,287    | 8,267       |
| 2014 ..... | 290,996    | 9,200       |
| 2015 ..... | 302,901    | 10,012      |
| 2016 ..... | 316,915    | 10,175      |
| 2017 ..... | 324,078    | 10,110      |

## Membership

|              |         |
|--------------|---------|
| Family       | \$129   |
| Grandparent  | \$129   |
| Patron       | \$170   |
| Contributing | \$250   |
| Benefactor   | \$500   |
| Gift of Play | \$1,000 |

## Admission

|                        |      |
|------------------------|------|
| Members                | Free |
| Children under 24 mos. | Free |
| Children ages 2-15     | \$12 |
| Adults ages 16-59      | \$12 |
| Seniors ages 60+       | \$11 |

## Summer Hours (Memorial Day - Labor Day)

|      |      |      |      |      |      |     |
|------|------|------|------|------|------|-----|
| S    | M    | T    | W    | T    | F    | S   |
| 11-5 | 10-5 | 10-5 | 10-5 | 10-5 | 10-5 | 9-5 |

## Winter Hours (Labor Day - Memorial Day)

|      |        |      |      |      |      |     |
|------|--------|------|------|------|------|-----|
| S    | M      | T    | W    | T    | F    | S   |
| 11-5 | CLOSED | 10-4 | 10-4 | 10-4 | 10-4 | 9-5 |

### Member-Hours

Tues.-Fri., 9-10 a.m.

Museum **CLOSED** on major holidays

Museum **OPEN** on some school holidays

## PERMANENT EXHIBITS

### Art Smart Center

The Art Smart Center is the Museum's newest permanent exhibit that encourages imaginative play and creation. Areas include Sketch Town, Center Stage, Moving With Light, Playing With Light, the Paint Window, Tinker Lab, and a large face painting station.

### Walker Tire and Auto Service Center

This exhibit offers a world of pretend work and play centered around car care. The area features a kid-sized car on a lift complete with a "creeper" underneath that allows kids to slide back and forth under the car and use tools to change tires, check oil, and create license plates.

### Imagination Playground

Imagination takes flight in this spectacular space designed for early learners with a focus on pretend play and physical development. This area features farm, fire rescue, grocery store, bank, medical center and water play areas as well as the Wiggle Room for our tiniest guests and quiet Family Room.

### Charlie Campbell Science and Technology Center

Science comes to life in this space with the signature Super Gravatron, a massive ball machine with pneumatic, hydraulic and mechanical sections - as well as interactive programs and live science presentations in our newly renovated S.T.E.A.M. Cave.

### Fantastic Future Me

Fantastic Future Me is a fun and interactive exhibit designed to encourage inspiration and hope in children by allowing them to see themselves in a positive role in the future. Using a large touch screen and camera, children can select their future career and see themselves in the professional role.

### Sandy's Splish Splash Garden

Perfect for warm weather, Sandy's Splish-Splash Garden is a small outdoor water play area where kids can cool off with water that spots, sprays and delights.

### Grass Patch

This 9,000 square foot community green space encourages children and their families to get outside and explore nature in an environment of open play equipped with a playground, benches and plenty of space for picnics and a variety of outdoor activities.

## RECENT TRAVELING AND TEMPORARY EXHIBITS

Big Backyard\*

Dinosaurs: Dawn of the Ice Age

Construction Zone: Return of the Bulldozer\*

Wonderful Wizard of Oz

Itty Bitty City\*

A Bug's World

Cobweb Castle

Things That Go!\*

Santa's Magic

Dinos: The Big Dig

Once Upon a Farm\*

LEGO® Travel Adventure

Super Powers

## SPECIAL EVENTS AND PROGRAMS

### 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 and Tiny Adventures, new themes and letters are explored each week through activities, stories, and games.

### Outreach

The museum goes into classrooms and to groups with programs that complement school curriculum and address topics in the humanities, arts and sciences.

### Field trips

Students can explore, investigate and play in the museum with classmates and chaperones.

### Science Shows

Science comes to life in these popular 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

Our award-winning camps feature fun curriculum and great instructors that make every day at camp exciting and new. Whether your child wants to become a superhero or be trained to become a Master Jedi, Omaha Children's Museum has the perfect summer camp to spark inspiration and imagination.

### Cobweb Castle

The Not-So-Scary haunted house gives young visitors a chance to experience the "creepies" without fear. Cobweb Castle features the spooky graveyard, portrait parlor, noodle forest, neon nook, witch's hut and more.

### Santa's Magic

Join the museum magic and see Santa come out of the chimney! Watch a fanciful holiday light show, meet the "frozen" Snow Queen and sing songs to make it snow!

Pirates & Mermaids: Voyage to Creature Cove

Imagination: Celebrating 40 Years of Play\*

Dinosaur Safari

Forever Forest\*

Teenage Mutant Ninja Turtles: Secrets of the Sewer

Super Sports: Building Strength, Sportsmanship, and Smarts\*

\*Community Built Exhibits