



“Fact Sheet”

MISSION/HISTORY

VISION

To inspire and nurture future explorers, innovators, and critical thinkers through interactive play in a safe, engaging environment with hands-on exhibits and programs designed specifically for children two to eight years old.

MISSION

Children’s Museum of Idaho brings children, families, and the community together to engage in learning through creative play.

WHAT IS A CHILDREN’S MUSEUM

A children’s museum is a place where children learn through play and exploration in environments and experiences created just for them. These museums feature interactive exhibits that are designed to be manipulated by children and guided by an adult (parent, grandparent, caregiver). This hands-on approach inspires young minds to take an active role that results in learning through play.

WHY START A CHILDREN’S MUSEUM

Children’s museums feature hands-on interactive exhibits that motivate learning and address the developmental needs of children. There are over 300 children’s museums in the Association of Children’s Museums network, but none in Idaho.

The Treasure Valley has a total population of over 690,000, and nearly 100,000 children under the age of ten (*Boise Valley Economic Partnership 2016*).

Families need a place where young children can be inspired to become lifelong learners in environments that promote purposeful play.

OBJECTIVES

The objectives of the Children's Museum of Idaho are to provide

- A dynamic hands-on, engaging, and unstructured educational experience where children ages 2-8, along with the adults in their lives, learn through purposeful play;
- A place for children to encounter unique opportunities for discovery, creativity and imagination;
- An enriching atmosphere that is accessible to children and their families, regardless of their disability or income;
- An opportunity for teens and seniors in the community to volunteer;
- An atmosphere that fosters positive intergenerational relationships by encouraging adult-child interaction;
- An indoor and outdoor exhibit area designed to connect children with their natural environment;
- An unplugged zone where phones and electronic devices are discouraged.

HISTORY

The Children's Museum of Idaho was conceived in 2018 as a collaboration between a group organized to build The Station: A Children's Museum, in Meridian, Idaho, and Pat Baker, a business owner in Boise. The shared vision of these groups led to filing as an Idaho nonprofit and applying for a 501(c)3 under the name of Children's Museum of Idaho, Inc.

The Station: A Children's Museum, was incorporated in 2016 as a premier destination for family-oriented interactive learning. Since inception, the Board of Directors and Advisory Board members have taken surveys, held focus groups and forums while developing The Station concept. Meridian Mayor Tammy de Weerd, Meridian City leadership, West Ada School District, TWIGA Foundation and others, supported their efforts to provide an ever-evolving creative experience for children in our area.

Pat Baker has researched and proposed opening a children's museum since 2007 when she approached the Discovery Center in Boise to add four exhibits designed especially for children ages 2-8. The Discovery Center had a mini-grocery store installed by a group that also proposed building a children's museum. That group dissolved in 2009 as founding members moved out of the area. The Discovery Center did not have space, nor did they have a focus on learning through pretend play, so the grocery store was eventually removed.

Pat's businesses took her in other directions but she never lost the desire to build a children's museum for the Treasure Valley community. Through the years she has visited children's museums from coast-to-coast gleaning information on the best exhibits and programs. She retired from other business ventures, became a member of the Association of Children's Museums, and is totally committed to this project.

FACILITY

The museum is leasing a single tenant, ADA compliant building located at 790 S. Progress Ave., Meridian, Idaho, off the I-84 Meridian exit. The facility contains 8,800 square feet of indoor and approximately 5,000 square feet of exterior exhibit space. The site is 1.4 acres with 91 car parking spaces and 2 bus bays. It is on a corner with excellent visibility and has a large monument sign on the property and shared sign on the Interstate with Winco Foods and Home Depot.

EXHIBITS

The Board encourages business, civic, and educational leaders, as well as the general public, to suggest or recommend activities for the museum. In this way, everyone with an interest in the education and enrichment of young children can participate.

Currently, exhibits are being planned that will explore the theme “A Journey Through Time”. Following are examples:

- **Dinosaur Dig:** fossils, dinosaurs
- **Cave and mountain:** plants, animals and minerals indigenous to Idaho
- **Pirate ship:** steer, load cargo, flags, maps and murals
- **Frontier:** wagon with supplies, teepee, canoe, buffalo, log cabin
- **Farm to Fork:** chick incubator, faux fruit and vegetables that can be planted and harvested, conveyor, silo, barn, milking cow, healthy eating displays
- **City:** bank, grocery store, cafe, dentist, veterinary clinic, construction site, theater, MakerSpace
- **Waterworks:** Pan for gold, dams, fishing in Frontier exhibit area
- **Imagination Playground:** Oversized foam blocks for open-ended free play
- **Toddler town:** foam blocks, sensory and tactile toys
- **Trains:** Locomotive, GeoTrax manual trains with track and accessories
- **Airport:** sit-in cockpit, load luggage, maps, weather station, control tower
- **Space:** sit-in space capsule with controls, satellite and planet models

ANNUAL VISITATION

Surveys and data provided by the Association of Children’s Museums provided a valuable set of statistics for the forecast of annual visitors. In addition, personal contact was made with museums within our metro area demographic population and yielded findings that support our projection. We have used **conservative** estimates and based the budget on **70,000** visits the first year, **80,000** visits in year two and **85,000** in year three.

These numbers are based on the Boise Valley Economic Partnership that reports the Treasure Valley has a total population of over 690,000 with more than 100,000 children under the age of 10. The Discovery Center in Boise, a similar facility that features STEM hands-on interactive exhibits for older children, had more than 120,000 visits in 2017 with 10,000 square feet of exhibit space.

ADMISSION AND HOURS

Admission:

\$8.00 ages 2-adult

Under age 2 free

EBT card holders \$3 (up to 5 people)

School groups by reservation

Membership: Unlimited admission and members only morning hour

Adult Plus One Child \$85

(Additional members can be added for \$25 each; maximum six)

Hours:

Monday closed*

Tuesday 10am-5pm Members only 6pm-8pm

Wednesday 10am-5pm

Thursday 10am-5pm

Friday 10am-5pm

Saturday 10am-5pm

Sunday 1-5pm

Members only Tuesday-Saturday one hour before opening

**Monday closed to the public but open 10am-noon for families in need of a low sensory environment for their children*

OTHER REVENUE SOURCES

Exhibit Sponsorship

Naming Opportunities

Donations

Grants

Underwriting Program Expenses

Family or Group Sponsorship

Birthday Party Room Rental

Workshops, Seminars and Conference

Classes, Seminars, Workshops: The museum is committed to providing programming for the community in various subjects relating to early childhood education. We will strive to obtain underwriting grants for these programs

OPENING

The museum is scheduled to open to the public on December 1, 2018.

BOARD OF DIRECTORS - Children's Museum of Idaho

Executive Director - Pat Baker

Retired. Former President Bon Voyage LLC; Travel Academy; Idaho Horticulture Society

Secretary - Jacy Jones

Secretary The Station: A Children's Museum; Boise State University; Meridian Historic Preservation Committee; former Meridian City Clerk

Treasurer - Daniel Basalone

President The Station: A Children's Museum; Commissioner Meridian Development Corp.; St. Ignatius Catholic School Board; retired Elementary School Principal; former Administrator, Administrators Assoc. of Los Angeles

Fredric Shoemaker

Attorney, Parsons, Behle and Latimer, Boise; Member and General Council, NeighborWorks; Member and former Chair, Treasure Valley YMCA; Chair, Ada County Air Quality Board

Jennifer Stone, CFP

President and Chief Compliance Officer, Petso Financial Consultants

Joel Hickman

Chief Banking Officer, Idaho Trust Bank; former Vice President Corporate and Community Relations, St. Alphonsus Health System; Community Regional President, U.S. Bank; District President, Key Bank

Tammy de Weerd

Mayor, City of Meridian, Idaho

Loree Nasman

Idaho Education Association; Boise Education Association

Joseph Kozlowski

Attorney, Kozlowski Law Office, PLLC, Meridian

Susan Mahoney

Community Volunteer

Margaret Elkins

Director, Wesleyan Preschool and Kindergarten; Idaho STARS Project Director; Member and Professional Leadership Chair, Idaho Association for the Education of Young Children

Juli Pool, Ph.D.

Associate Professor, Boise State University, Early Childhood and Special Education

Karen Mahoney

Member, Bishop Kelly Board of Governance; Chair, St. Ignatius Catholic School Board

Brittany Steadman

Human Resources and Non-Profit Management

Janine Rush-Byers

Micron Foundation