About Miami Children’s Museum

Mission
MCM is dedicated to enriching the lives of all children by fostering a love of learning through play and enabling children to realize their highest potential.

Vision
It is our VISION to be recognized as a premier institution serving children and their families while inspiring children to learn about themselves and the culturally diverse community we live in through art, science, literacy, and early childhood education.

- Located on Watson Island
- Opened September 7, 2003
- 56,500-square-foot facility
- 14 Interactive exhibits galleries, classrooms, educational gift shop, 200-seat auditorium and dining area
- Educational programs and activities
Facts & Demographics

Visitorship

- MCM welcomes over 430,000 visitors annually
  - 44% are Miami-Dade County residents
  - 26.4% are tourists
  - 17% are City of Miami residents
  - 13% are state of Florida residents

- MCM’s primary audience is children 8 and under and their families:
  - Schools and communities within Miami-Dade County and the surrounding areas of South Florida.
Permanent Exhibits

- All About Art
- Bank
- Castle of Dreams
- Construction Zone
- Cruise Ship
- Everglades Park
- Health & Wellness Center
- KidScape Village
- Ocean Odyssey
- Peace Park (Kaboom!) Playground
- Pet Central
- Port of Miami
- Safety Zone
- Sketch Aquarium
- Supermarket
- The Sea and Me
- What's New? Gallery (Traveling Exhibit)
- World Music Studio
Traveling Exhibits

• Introduce new areas of interest

• Recent successful traveling exhibits include:
  • The Wizard of Oz
  • Pirate Island
  • Storyland
  • Dora the Explorer

Current:
Sid the Science Kid
February 11, 2017 – May 14, 2017

Upcoming:
Dino Island
June 17, 2017 – January 7, 2018

Coming Soon:
Lion Guard
January 2018
Special Programming

Head Start
- (6) weekly 2 hour sessions with an artist and a gallery instructor
- 4 artist outreaches visit each classroom
- Exhibit night at the conclusion of program

Dr Seuss’s Birthday

Target Free Third Fridays
- Third Friday of each month
- Doors from 3:00 pm - 9:00 pm
- FREE for the public
Special Programming

Sensory Saturdays
- Second Saturday of the month from 9 am -11 am
- Closed to the public
- Sensory friendly environment for children with special needs
- Admission at a reduced rate of $7.00

ELC Children’s Week
- MCM hosts the Early Learning Coalition
- Celebrates Children’s Week
- Day Features:
  - Guest readings
  - Costumed characters
  - Live performances
  - Community resources
Museum Experiences

Camps
- One day camps
- Seasonal camps
- Pre-K-5th grade
- Learn about different world cultures

Classes
- Daily classes
- Innovative play experiences
- Parents and children learn and grow together

Birthday Parties
- Full service parties
- Operated by trained Museum educators
- Guided creative art projects and exhibit visits
Miami Children’s Museum Charter School (MCMCS)

- Miami-Dade County Public School
- Opened in 2004 with 48 children
- Grades K-5
- Currently 300 students enrolled

Early Childhood Institute (ECI)

- NAEYC Accredited
- DCF licensed
- Children interact in classroom & museum galleries
- Serves up to 100 children
- 25 VPK slots

MCM Provides Formal Learning Experiences
Unique Fundraising Events

Not so Scary Halloween Bash

• Trick or treat around the galleries
• Brave the haunted house
• Create crazed crafts

Be a Kid Again Gala

• Hosts 750 guests
• Live entertainment
• Luxurious auction
• Culinary experience

All funds raised for the events directly support the Museum’s educational programs.
Financials 2015 - 2016

FY 2016 TOTAL REVENUES
JULY 1, 2015 - JUNE 30, 2016
$8,465,031

- Other: $335,165
- On-Ramp: $330,982
- Special Events: $262,755
- Government Grants: $1,553,512
- Donations: $1,154,411
- Education: $1,409,655
- Admissions & Dues: $2,314,412

FY 2016 TOTAL EXPENSES
JULY 1, 2015 - JUNE 30, 2016
$8,310,922

- $247,890: Kid Smart Gift Shop
- $276,245: General & Administrative
- $1,409,316: Development
- $2,574,850: Education Programs
- $3,404,821: Building/Exhibits
The Future
Systematic Evaluations
Stakeholder participation

Stakeholders:

• 0-8yr Niche Market

• MCM Exceeds Benchmarked Standards for Excellence

• Connectivity Formal and Informal Learning

• ECI Curriculum – National Model
Master Plan Implementation
Completed Gallery Renovations

- Music Makers Studio
- Bank of America
- Publix
- Baptist Children’s Hospital
- Health and Wellness Exhibit
- Sketch Aquarium
- My Green Home
Master Plan Implementation
Upcoming Gallery Renovations 2017
Master Plan Implementation
Community Engagement

Museum in a Box
• ArtRageous
• Health & Wellness

Early Childhood Institute
• Model best practices
• Model school with ELC in Omni CRA
Miami International Airport
Just Plane Fun
Thank you

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