



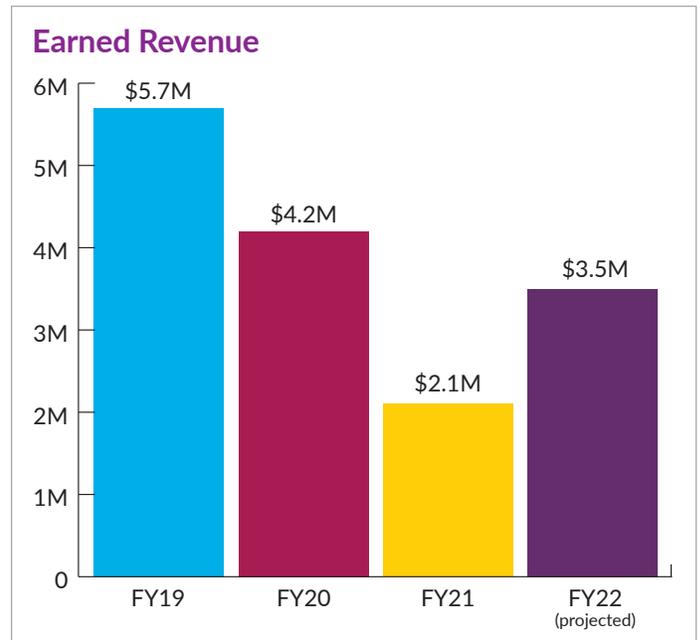
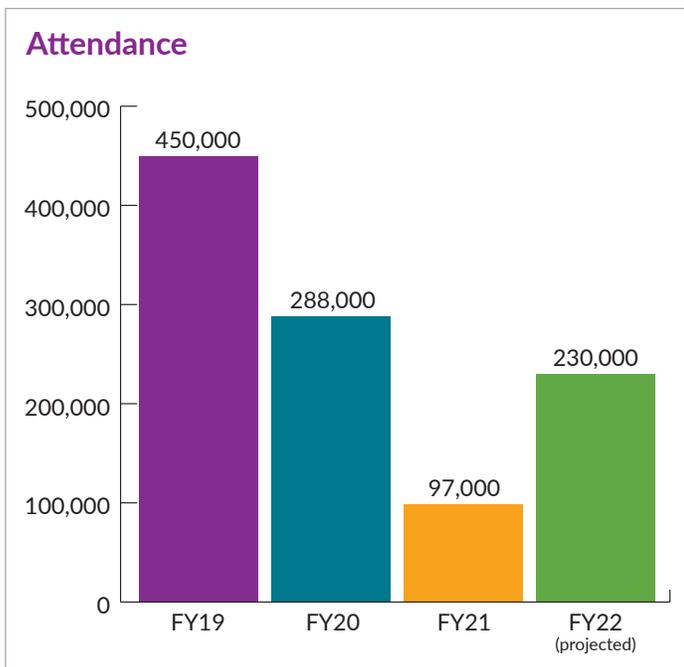
Pandemic Impact Threatens the Children's Museum's Viability

The pandemic has created a dire situation at Minnesota Children's Museum. The organization faces severe financial deficits and could run out of operating cash before attendance and membership fully recover.

The museum seeks \$2 million in relief funds to remain viable as a statewide asset and a leading provider of hands-on playful learning. The funds are needed to stabilize the museum's recovery and rebuild valuable educational programming.

Severe Impact: The pandemic harmed Minnesota Children's Museum

- Two mandated closures, including during busiest attendance season
- State-ordered attendance limit for 10 months
- Attendance, membership and revenue declines projected to last years
- Loss of \$7M in revenue through FY22 due to pandemic



Critical Actions: The museum took immediate steps to remain solvent and begin recovering

Eliminated 49 positions, reducing staffing by 36%

- Eliminated facilitated STEAM activities
- Suspended work on new exhibits
- Halted school field trips
- Reduced community outreach
- Eliminated parent-child workshops
- Eliminated professional development for staff at family-serving organizations
- Eliminated award-winning volunteer services and leadership development program for high school students
- Halted college intern opportunities

Sought Relief Support

- Secured two PPP loans, totaling \$2.3 million
- Initiated emergency Resiliency Campaign, raising \$1.6 million to date
- Multiple requests for Federal, State, County and City relief resulted in a \$15,000 grant

Adapting to Serve the Community: The museum pivoted to meet needs of families

- Turned website into resource hub for families
- Created virtual programming, including play at home ideas, parenting seminars and play sessions
- Provided free play kits for curbside pickup
- Upgraded HVAC and cleaning protocols; added more self-sanitation stations
- Reopened with timed entry, limited capacity and cues for social distancing



Play Helps: The museum's playful learning experiences promote healing and growth

Minnesota Children's Museum will serve a crucial role as the community emerges from the pandemic and makes progress toward a more equitable future.

- **Play reduces the effects of toxic stress in children.** Research shows that play literally repairs the brains of children harmed by trauma, including damage caused by racial injustice.
- Play is a **powerful driver of social-emotional growth**, an important factor as children make up academic and other developmental losses suffered during the pandemic.

Statewide Reach and Access for All: The museum is a statewide asset that serves a diverse audience

- More than 450,000 visitors per year (pre-pandemic)
- 20,000 member families before Covid
- 5,000 lower-income families receiving free or discounted membership
- 25% of audience people of color and indigenous
- 15% of audience participating through free or reduced-price access



Minnesota
Children's
Museum

10 W. Seventh St.
St. Paul, MN 55102
mcm.org

Dianne Krizan
Minnesota Children's Museum President
651-225-6008 | dkrizan@mcm.org