



**SEPTEMBER 14, 2020**

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## 1. EXECUTIVE SUMMARY

A group of parents passionate about bringing a Children's Museum to the Quincy area have taken significant steps to making this dream a reality. The recently established the Quincy Children's Museum board, obtained 501(c)3 status, and adopted a vision, mission and values.

The Quincy Children's Museum board has engaged Maggie Strong of meSTRONG, Inc. to facilitate the development of a three-year strategic plan. The purpose of this plan is to provide a road map for the board that highlights the specific milestones QCM needs to reach in order to reach its goal of opening a permanent location in the next five years.

The Quincy Children's Museum will be designed for families with children of all ages and abilities. The intent is to captivate children and promote family engagement. This meets a significant need in the community, by helping to attract and retain young professionals and strengthen families. As the enclosed research shows, Quincy prides itself as a family-oriented community, however, its population is aging. Quincy's growth is dependent upon attracting and retaining young professionals. Additionally, parental involvement has been identified as the single greatest factor in decreasing youth violence in Quincy. The children's museum is meant to be an inclusive space for families to engage within their family unit and with other families, increasing their sense of belonging and connection, and ultimately strengthening their family relationships, and the community.

The enclosed information is meant to equip and empower participants that will take part in an upcoming compression planning session for Quincy Children's Museum. In addition to community demographics, and survey data, this report includes extensive research conducted by Dan Teefey of the Tracy Family Foundation. His research highlights important considerations for the development of a Children's Museum including exhibit size and cost, membership, facilities, funding and leadership.



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“Children’s museums are imaginative, interactive, experiential learning opportunities that foster social experiences with a primary focus on youth. In general, they feature art, history, science, health, and imaginative role-playing in a completely new way: play, touch, experimentation, and fun are the core of the exhibits at a children’s museum.”

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## 2. QUINCY CHILDREN'S MUSEUM

### 2a. HISTORY

Quincy Children's Museum (QCM) received its 501(c)3 non-profit status in February 2020. Founding board members Amy Peters, Emily Reuschel, and Chris Dye, along with the QCM education committee and members of the community created the organization's mission, vision, and values which will help shape the future growth of the organization. The board adopted a mission, vision, and core values in August of 2020.

To date, between grant-writing and board member contributions, the board has raised \$25,700 which has been used for legal fees associated with incorporating and organizing, consultant fees, and to purchase materials for three mobile exhibits: small blue blocks, hands-on wind, and hands-on light. Quincy Children's Museum currently has \$18,800.

The original purpose statement is: Quincy Children's Museum exists to spark curiosity, joy, creativity, engagement, and connection for all children and their families. Through unique learning opportunities, hands-on experiences, and dynamic community partnerships, it is our mission to fulfill this purpose.

### 2b. VISION | MISSION | VALUES



#### Our Vision:

Joyful children, engaged families, and a connected community

#### Our Mission:

To transform the lives of children and families through experiences that inspire curiosity, connection, creativity, and discovery.

#### Who we Serve:

- Families from all backgrounds in a 100-mile radius of Quincy
- Overwhelmed and disconnected families/caregivers
- Under-resourced families/caregivers
- Children (and families) with diverse needs

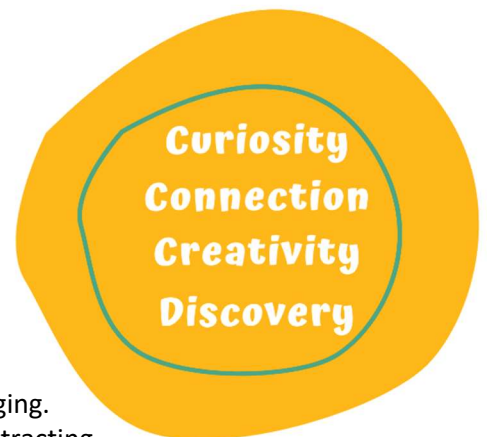
#### What we do:

- Captivate children through constantly changing exhibits and activities designed to engage their curiosity, foster exploration, and meet their diverse needs.
- Strengthen families through positive parent-child experiences, strong relationships with the community and other families, and a sense of belonging.
- Enrich the community by filling an unmet need for children and families, attracting visitors to the region, and strengthening community ties.

#### Our Impact:

- Stronger, healthier, and more connected families
- Joyful children who become curious and compassionate adults with critical thinking skills, creating a new generation of problem solvers who contribute to society.
- Vibrant community: stimulate the economy, enriched culture, more families stay, stronger community engagement from families

#### Our Values:



### 3. ORGANIZATIONAL DEVELOPMENT STAGE

There are five stages of organizational development for nonprofits, including Program Modeling, Business Development, Growth Management, Mission Advancement, and Impact Advancement.

**Quincy Children's Museum is in the Program Modeling stage.** An organization in this stage is still focused on clarifying its mission and vision, with particular emphasis on building or refining its core program model. It is important to note that the term "program" refers to direct service programs and indirect programs and strategies, like policy, advocacy, community education, research, and other types of programs or strategies that are not direct, one-to-one interventions with the target population.

An organization in the Program Modeling stage is focused on figuring out, codifying, and learning how to manage and evaluate the quality of its core programs. There are two types of organizations that can find themselves in the Program Modeling stage: (1) younger organizations that are still clarifying their mission work and (2) established organizations that have either struggled to codify for what and how they do their mission work or have encountered environmental changes in policies or funding streams that have caused the organization to significantly revise its core programs.

#### 5 Stages of Organizational Development for Nonprofits



Organizations in the Program Modeling stage should consider focusing on

- 1) clarifying and unifying everyone around the mission and vision,
- 2) codifying the program model, including creating all of the information, processes, tools, and manuals that will ensure quality implementation,
- 3) determining program performance criteria and management strategies to course correct,
- 4) developing methods, processes, and tools for evaluating the success of programs, and
- 5) aligning the financial model and oversight with the resource needs of effective program implementation.

The Quincy Children's Museum board received a Tracy Family Foundation grant in 2019 to help the organization build capacity and successfully launch utilizing best practices. This grant is being used to fund the development of a Strategic Plan, led by Maggie Strong of meSTRONG, Inc.



## 4. COMMUNITY PROFILE

*“Children’s museums should not seem to have dropped from the sky and landed in a community.... They must be cut from the cloth of the community and be filled with the history and uniqueness of that area.”*

- Mary Sinker, Child Development Specialist



Adams County is experiencing a downward trend in population, from 67,103 in 2010 to 66,092 in 2020. The number of households has remained stable at 27,392. In 2020, Adams County had 17,368 families and the average household size is 2.34. Approximately 74% of residents own their own homes.

The median household income is \$56,482 (the IL Median Household Income is \$63,575). 12.3% of Adams County residents live below the poverty level. The racial breakdown of Adams County’s population is 92% white, 5.8% black, and 2.2% two or more races.

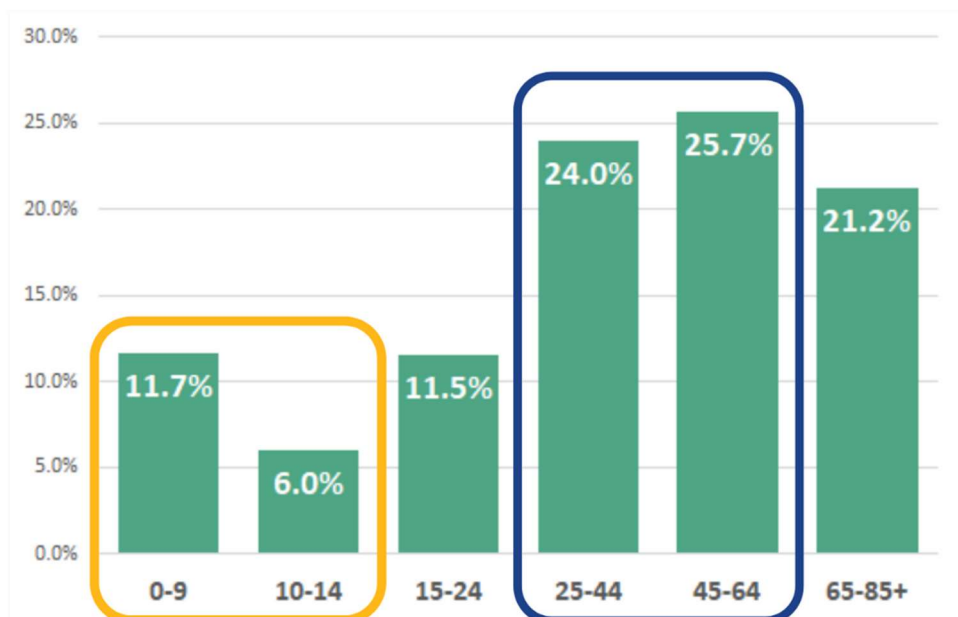
Demographically, there are a number of areas in which Quincy has room to grow. The population is aging. Over twenty percent of residents are aged 65 years or older - typical retirement age - while only thirteen percent are in the early workforce (and parenting) group of 25 to 34 year-olds. The media age in Adams County is 42.

Educational attainment is also skewed, with a relatively high percentage of residents with associates degrees or some college, but a relatively low percentage with a college degree or higher (as compared to the nation). 92.6% of Adams County residents aged 25 years or older have a high school degree or higher compared to 89.8% in the United States. 24.8% of Adams County residents aged 25 or older have a Bachelor’s degree or higher compared to 35% of U.S. residents as a whole.

### Adams County Population by Age 2020

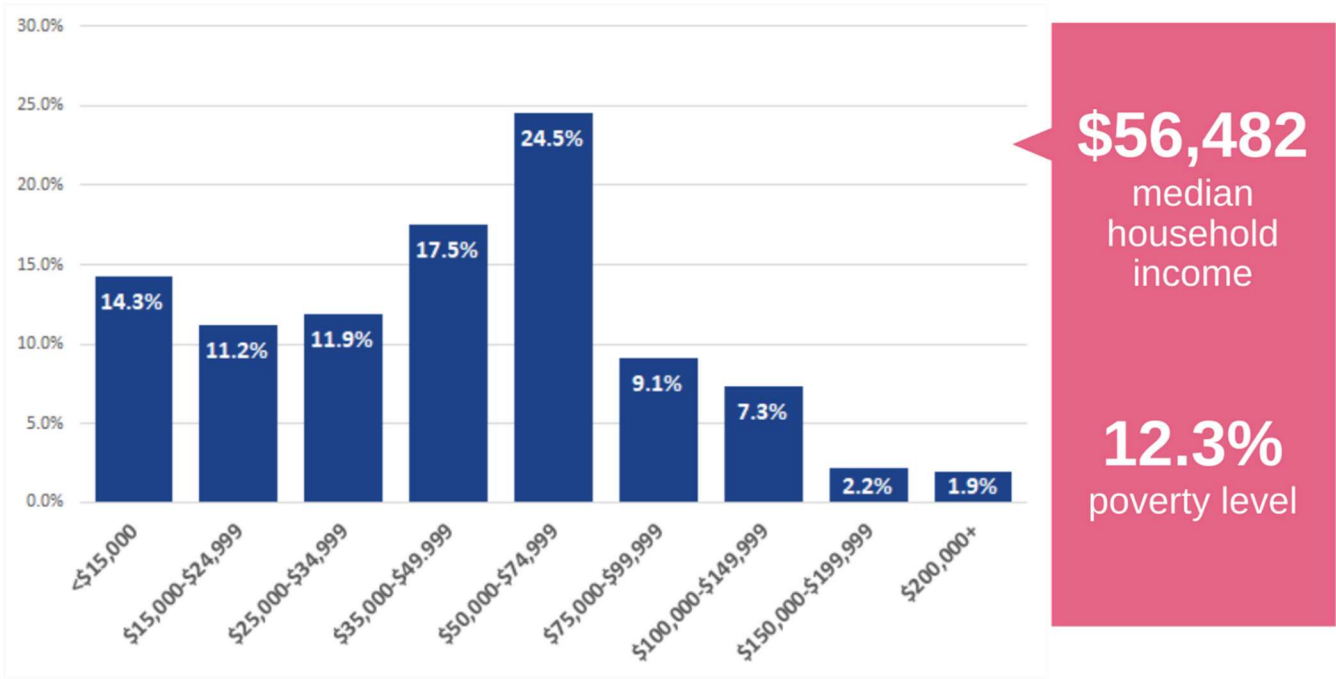
**42**  
median age

**17.7%**  
ages 0-14  
[11,661]

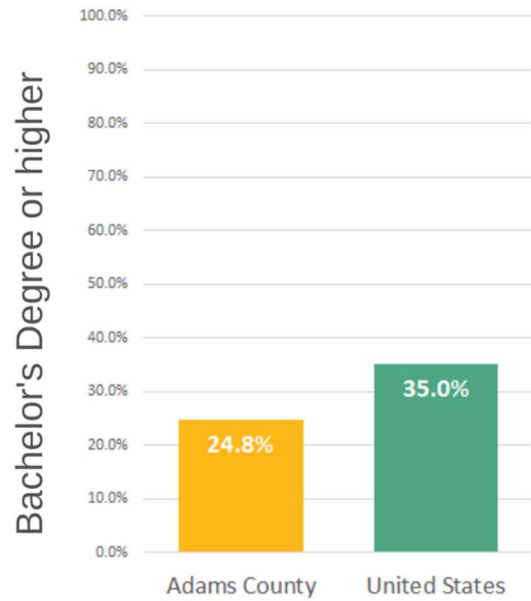
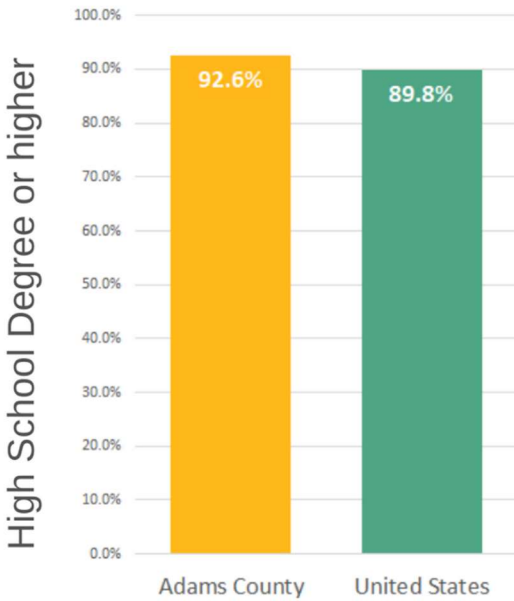


### Adams County Households by Disposable Income 2020

Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau.



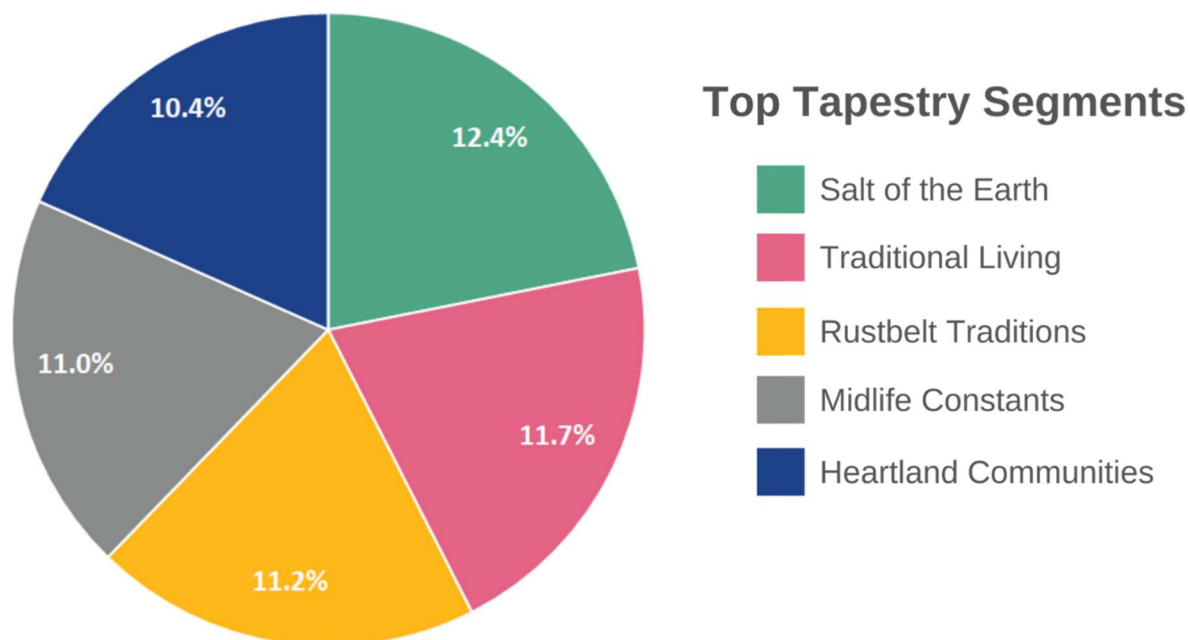
### Adams County vs. United States Educational Attainment 2018



## 5. TAPESTRY SEGMENTATION

Tapestry Segmentation classifies neighborhoods into unique segments based not only on demographics but also on socioeconomic characteristics. It describes US neighborhoods in easy-to-visualize terms, ranging from Traditional Living to Heartland Communities. It provides geo-demographic intelligence on how clusters of people make lifestyle choices. Segmentation is the idea that people within a certain lifestyle group move to the same neighborhood. In other words, people in the same neighborhood will look the same and have similar characteristics.

The following are the top tapestry segments for Adams County.



### Salt of the Earth 12.4%

#### WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority have at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

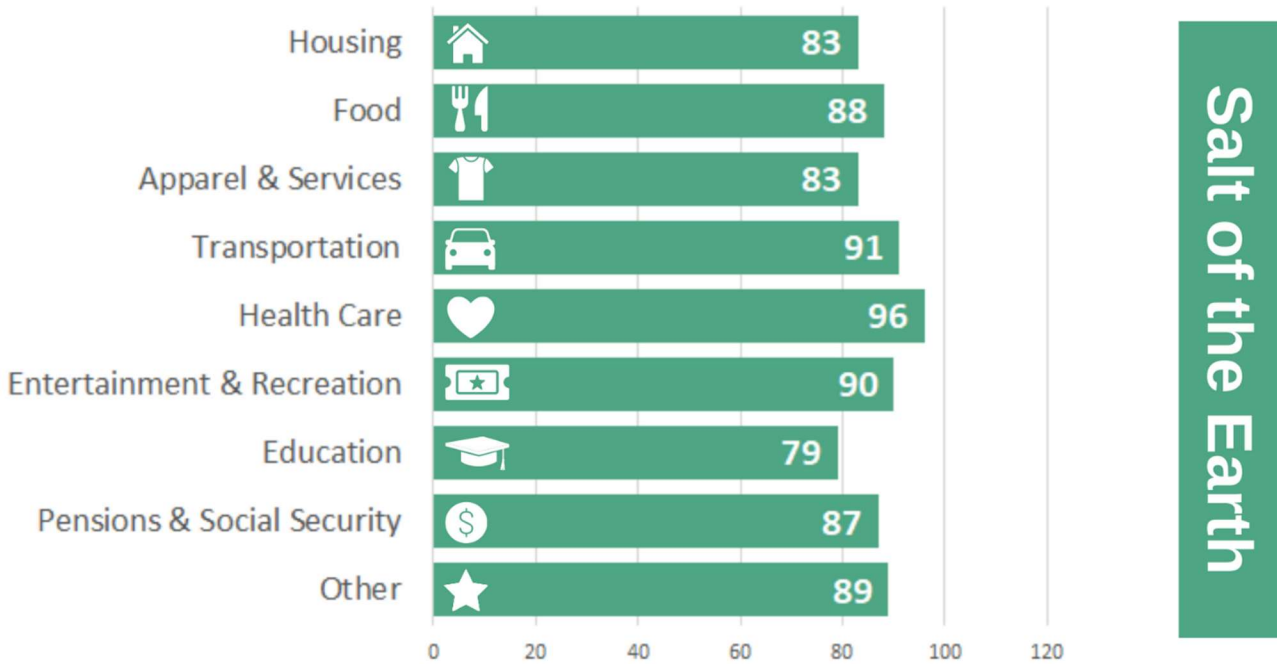
#### OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Homeownership rates are very high (Index 133). Single-family homes are affordable, valued at 25 percent less than the national market.
- Nearly two in three households are composed of married couples; less than half have children at home.



**SOCIOECONOMIC TRAITS**

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.



**AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market’s household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

(see appendix for additional tapestry details)

### **Traditional Living 11.7%**

#### **WHO ARE WE?**

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage while retaining their youthful interests in style and fun.

### **Rustbelt Traditions 11.2%**

#### **WHO ARE WE?**

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white-collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly \$400,000. Family-oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

### **Midlife Constants 11%**

#### **WHO ARE WE?**

Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and above-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

### **Heartland Communities 10.4%**

#### **WHO ARE WE?**

Well settled and close-knit, Heartland Communities are semi-rural and semi-retired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

## 6. CHILDREN'S MUSEUM RESEARCH

The following information was researched and compiled in January 2018 by Dan Teefey, Executive Director of the Tracy Family Foundation. This research is being shared with permission from Mr. Teefey and the Tracy Family Foundation.

### Museum Deep Dive and Interview *(see appendix for a more detailed review)*

MUSEUM	CITY	ST	POP.	75-mile radius
Raven Hill Discovery Center	Boyne City	MI	3,740	407,783
Children's Museum of South Dakota	Brookings	SD	22,000	510,519
Northwoods Children's Museum	Eagle River	WI	1,400	239,462
Upper Peninsula Children's Museum	Marquette	MI	20,500	208,300
Curious Kids' Museum	St. Joseph	MI	8,000	8,013,811
Discovery Depot Children's Museum	Galesburg	IL	31,000	1,310,100

### Quick Look

- The Children's Museum of Northeast Montana - Glasgow, MT (pop. 2,090) (75 miles radius – 27,742)
- North Platte Area Children's Museum - North Platte, NE (pop. 24,110) (75 miles radius – 107,528)
- Kid Time! Discovery Experience - Medford, OR (pop. 81,636) (75 miles radius – 520,934)
- Walt Disney Hometown Museum – Marceline, MO (pop. 2,000) (75 miles radius – 531,046)
- Sandcastles Children's Museum - Ludington, MI (pop. 8,000) (75 miles radius – 658,076)
- T.R.E.E. House Children's Museum – Alexandria, LA (pop. 48,000) (75 miles radius – 775,717)
- Bootheel Youth Museum – Malden, MO (pop. 4,000) (75 miles radius – 882,110)
- Iowa Children's Museum – Coralville, IA (pop. 19,000) (75 miles radius – 1,405,700)

### Other Smaller Community Museums

- (CLOSED) Gaylord Discovery Center - Gaylord, MI (pop. 3,690) (75 miles radius – 548,550)
- The Kidzeum - Grenada, MS (pop. 12,708) (75 miles radius – 795,422) (located in community elementary school)
- Central Wisconsin Children's Museum – Stevens Point, WI (pop. 26,423) (75 miles radius – 1,573,696)
- Forever Curious Children's Museum – Fennville, MI (pop. 1,400) (75 miles radius – 3,242,535)
- WOW! Children's Museum – Lafayette, CO (pop. 24,000) (75 miles radius - 3,856,967)
- Kids N' Stuff - Albion, MI (pop. 8,616) (75 miles radius – 4,123,818)
- Kidscommons – Columbus, IN (pop. 44,000) (75 miles radius – 5,227,149)
- Children's Museum of the Highlands – Sebring, FL (pop. 10,000) (75 miles radius – 6,676,878)
- Children's Museum of Southeastern Connecticut – Niantic, CT (pop. 3,000) (75 miles radius – 8,830,830)

### Closest Children's Museums to Quincy, IL, that are members of the Association of Children's Museums

- Kidzeum of Health and Science - Springfield, IL (112 miles) (pop. 115,715) (75 miles radius – 1,614,620)
- Peoria PlayHouse Children's Museum – Peoria, IL (130 miles) (pop. 114,000) (75 miles radius – 1,710,747)
- Children's Museum of Illinois – Decatur, IL (150 miles) (pop. 73,000) (75 miles radius – 1,613,975)
- The Children's Museum of Edwardsville – Edwardsville, IL (136 miles) (pop. 25,000) (75 miles radius – 3,429,590)

- Children's Discovery Museum – Normal, IL (183 miles) (pop. 54,000) (75 miles radius – 1,719,373)
- Family Museum – Bettendorf, IA (150 miles) (pop. 36,000) (75 miles radius – 1,629,897)
- The Magic House, St. Louis Children's Museum – St. Louis, MO (137 miles) (pop. 316,000) (75 miles radius – 3,180,110)
- Orpheum Children's Science Center – Champaign, IL (195 miles) (pop. 87,000) (75 miles radius – 1,516,012)
- Spark Museum + Play Café – Urbana, IL (198 miles) (pop. 42,000) (75 miles radius – 1,516,012)
- Felix Adler Children's Discovery Center – Clinton, IA (187 miles) (pop. 26,000) (75 miles radius – 1,753,500)

### Exhibits

The majority of children's museum exhibits currently available for rent are designed for gallery spaces over 1,000 square feet in size, which presents a significant barrier for small and emerging museums that have limited space in their facilities. Additionally, exhibits have an expected life of 7-10 years before they are no longer "fresh." New exhibit construction costs between \$150-300 sq/ft in a children's museum. Exhibits often range from 10-30K for a 3-month rental.

### Membership

Family museum memberships typically include unlimited free admission to the museum for two named adults and their dependent children (under the age of 18) living in a single household. Many museums also include a discount at the museum gift shop, discounts on group parties, and a subscription to the museum newsletter. Museums that are a part of the Association of Children's Museums (ACM) may also include a reciprocal ACM membership that allows members to receive a 50% discount at other participating museums.

### National Associations - Association of Children's Museums

Started in 1962, the Association of Children's Museums (ACM) is the world's foremost professional member service organization for the children's museum field. With more than 400 members in 48 states and 20 countries, they leverage the collective knowledge of children's museums through convening, sharing, and dissemination. In 1975 there were approximately 38 children's museums in the United States. Eighty new children's museums opened between 1976 and 1990. Since 1990, an additional 100 have opened.

Quincy Children's Museum has an Emerging Children's Museums Membership at \$400/year. It allows access to a list of member museums in small towns.

## Museum Research Summary Comments

### Facilities

The Children's Museums with substantial-quality are at least 10,000 sq/ft. Ideally, we would have 20,000 sq/ft. Quality exhibits are large and it is their scale that makes them most impactful on children. If we had 10,000 sq/ft of exhibit space, exhibit design would cost \$1.5 million-\$3 million. This does not include facility renovation. In addition, the facility must have easy access to parking away from traffic. Many museums rely on special events for additional revenue and these events require significant "all at once" parking.

### Funding

I did not find any children's museums that were for-profit corporations. All children's museums are non-profit organizations that rely on both admissions/program revenue and private donations. Most museums have large fundraising events and on-going fundraising campaigns to support their operation. It is not uncommon for children's museums to rely upon fundraising for more than 60% of their revenue. In our case, I would expect annual expenses to be at least \$400,000 for a high-quality museum. I would also anticipate that TFF would need to plan to provide at least 50% of revenue annually. 40% of the annual operating expenses of the Children's Museum of South Dakota is funded by a \$15 million endowment from the Larson Foundation. The Larson Foundation also funded start-up costs.

## Leadership

All successful smaller community children's museums are led by a talented and passionate individual or group. They lead with creativity and innovation that causes them to scarp for resources, talent, and connections throughout their region. This leadership need cannot be overstated. Staffing is an essential part of the museum and often accounts for 50-60% of costs in a smaller museum. Money without a gifted leader in education, art, and networking will not result in a fresh and inspiring experience for children. Additionally, the best museums are unique to their region and community, become rallying points for the community's culture, and focus on what the community is most proud of.

## Potential Opportunities/Ideas

- Student interns and staff from Quincy University and John Wood Community College
- Rural residents are used to driving longer than average to experiences they find valuable
- Some children's museums also operate early childhood education centers. (Montessori?)

## Other Notes

- Must have a top-notch website with lots of pictures and an explanation for directions, where to park, and what you can expect at the museum. Vibrant social media management is essential too.
- Gift shop/toy stores are often a part of the successful museums
- Many Children's museums have full hours during the summer and fall back to more limited hours in the other seasons.
- Water table and climbing exhibits are the biggest attractions for permanent exhibits.
- Renting nice traveling exhibits and paying an exhibit design company for permanent exhibits are expensive, but high priorities for higher quality museums.
- Most small-town museums that are high quality are in high tourist areas – they have much higher populations in warmer months.
- According to ACM data, the average planning time for starting a children's museum is five years.

## 7. COMMUNITY NEEDS

In this section you will find an array of community survey results from recent initiatives in the region. A few significant themes impact the work of QCM:

1. 601 respondents completed Quincy Children's Museum Community Survey conducted in fall 2020. The prompt, "When Quincy Children's Museum opens, it must always:" led to the following themes: create a safe and welcoming space for families (38%); be fun/affordable/accessible (22%); and be family friendly with an emphasis on age-appropriate activities for children (19%).
2. In an April 2019 survey conducted by QCM, 654 respondents highly familiar with Children's Museums (89% have attended one) identified their preferences on activity offerings and location. The top-rated exhibits were mini cities/towns, indoor playgrounds, and arts and crafts.
3. In an Adams County Together 2020 survey, over 1,700 respondents answered the question "what types of activities are of interest to your child?". The most frequent response was activities that include "socializing with other youth" (78%), outdoor recreation (76%), sports (68%), arts activities (47%), and reading/learning (46%).
4. The Adams County Community Assessment (2018) identified poverty as the 2nd most pressing problem in the community.
5. The Quincy Youth Survey found youth with little or no parental involvement and no trusted adult in their life were most at risk for violence and delinquency. In addition,
  - a. Family support/parental engagement is the #1 factor in decreasing student risk of violence.
  - b. 30% of youth-serving agencies in the Quincy area were rated poorly for youth friendliness, accessibility, and cultural sensitivity.
6. According to the Quincy Area Convention and Visitors Bureau, Adams County travel expenditures increased 2.4% from 2018 to 2019, totaling \$105.38 million.
7. The Quincy Next Strategic Plan (2018) identified opportunities to grow Quincy's younger, more educated workforce by focusing on diversification, adaptation, and placemaking. Placemaking is the process of creating quality spaces that people want to live, work, play, and learn in.
8. An extensive study conducted by the consulting firm responsible for the Right on Q brand found the single greatest challenge Quincy is facing is stagnating growth, particularly in the area of attracting and retaining young professionals. Opportunities included riverfront and downtown development.

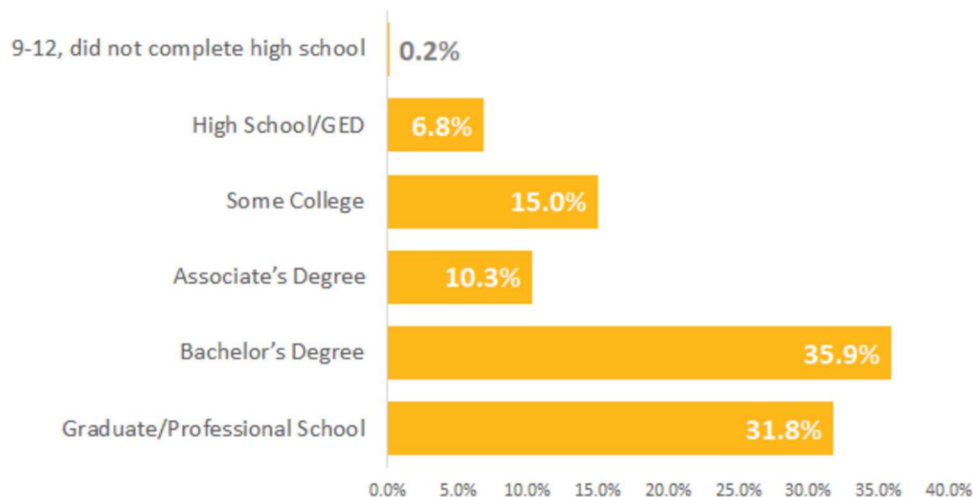
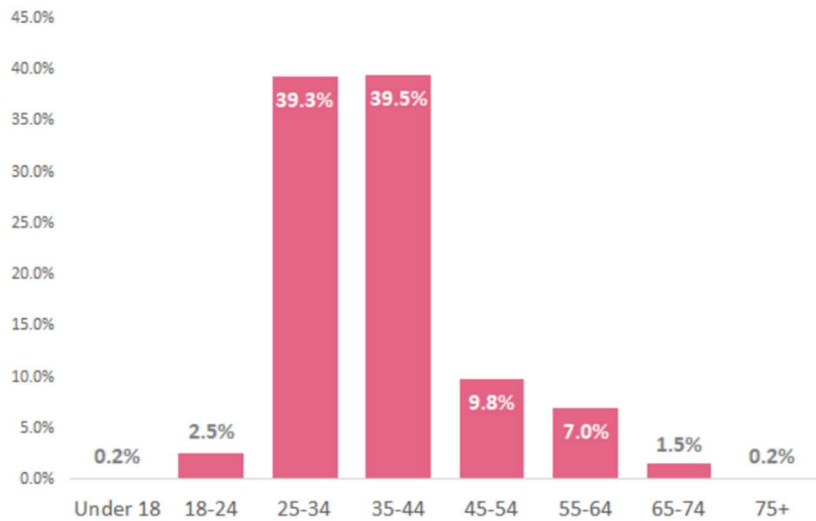
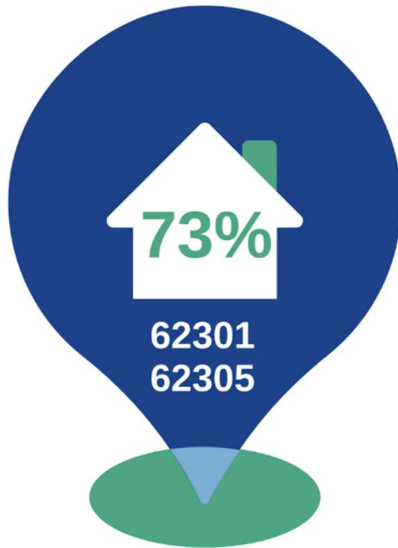


## 7a. Quincy Children's Museum 2020 Survey

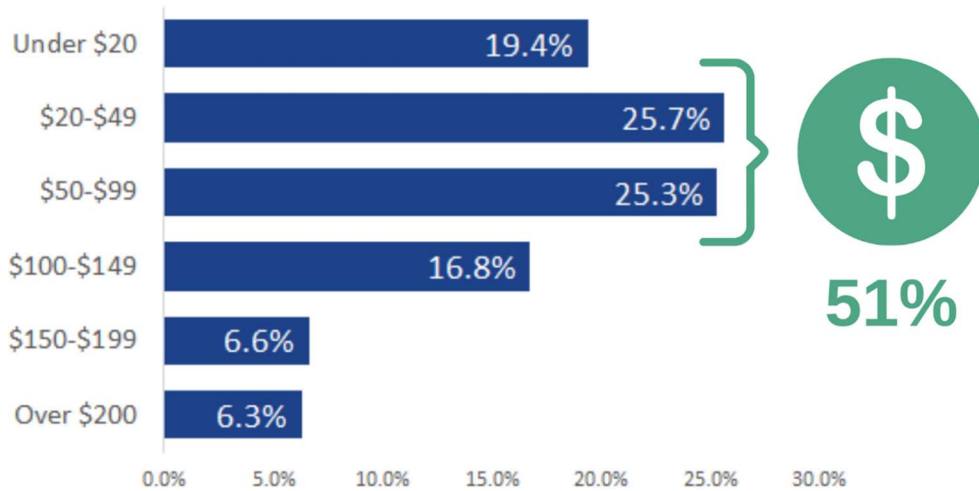
601 respondents completed this fall 2020 survey. Key takeaways include:

- When asked to identify where they visit and why respondents answered kid-centric recreational centers most often (38%) followed by outdoor activities (28%). Most cited these options because it got them and their children out of the house, kept their children active, and the outdoor activities such as parks and playgrounds were inexpensive.
- Respondents indicated their favorite part about the places they visited were the interactive nature of the activities (44%), diversity/variety of the activities (21%), and educational nature of the activities (14%).
- Respondents would like to visit late morning (10-11:30 am) (47.6%), early afternoon (1-3 pm) (35.6%), late afternoon (3-5 pm) (29.7%), and evening (5-8 pm) (27.9%).
- Respondents are most likely to visit on the weekends: Saturdays (85.2%), followed by Sundays (61.2%) and Fridays (39.5%).
- Parents/caregivers most value activities that 1) expand their child(ren)'s imaginations; 2) unleashes their creativity; and 3) gets them physically active.
- Parents/caregivers most value activities for their kids that 1) their kids will enjoy; 2) will get them out of the house; and 3) explore a new place.

### QCM 2020 Survey Respondent Demographics



On average how much to you spend per month on child-focused extracurricular activities?



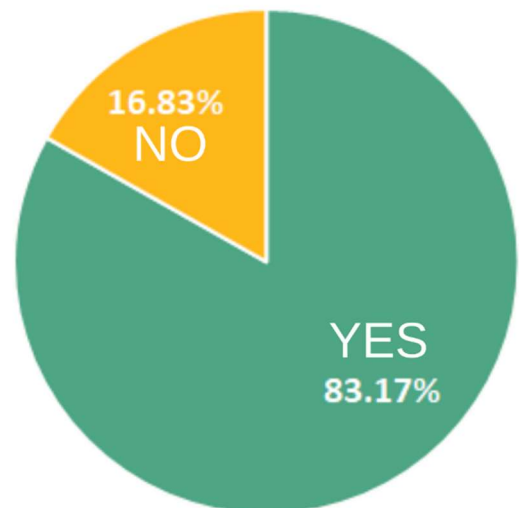
How often does your family visit a venue in the Quincy area that specifically caters to children?



**41%** Once a month

**32%** Less than a few times a year

Have you ever visited a children's museum?



Rank the following based on your experience of activities for children in the Quincy area:



**When Quincy Children's Museum opens, it must always:**

create a safe and welcoming space for families.	<b>38%</b>
be fun/affordable/accessible.	<b>22%</b>
be family-friendly with an emphasis on age-appropriate activities for kids.	<b>19%</b>
engage children's imaginations/enhance education.	<b>11%</b>
constantly innovate and stay up-to-date/engage the community.	<b>7%</b>

**When Quincy Children's Museum opens, it must never:**

be inaccessible due to financial circumstances or variety in hours.	<b>22%</b>
be unwelcoming or exclusive/discriminatory.	<b>22%</b>
be something it did not intend to be (ie. disorganized, hands-off, dirty).	<b>19%</b>
become stagnant.	<b>15%</b>
be unsafe.	<b>7%</b>

Choose 5 words to best describe the Children's Museum of your dreams:



## 7b. Stakeholder Interviews (July 2020)

The following bullet points are key takeaways from one-on-one interviews with founding board members, Amy Peters, Emily Reuschel, and Chris Dye.

- All board members identified the need for a game plan/roadmap that includes clearly identified roles, responsibilities, timeline, metrics and expected results. QCM should have a clear vision for the future.
- One year from now, board members would like for there to be greater awareness around the Quincy Children's Museum. They would like to see solid organic growth and community outreach activities.
- Five years from now, there will be a physical location, employees, regular programming, and permanency in the community. In five years there will be a plan for long-term financial/operational sustainability. QCM will be a community hub and tourism draw.
- The need QCM is filling for the community is an outlet for fun and educational hands-on activities for kids and families. QCM will provide something to do and opportunities to connect.
- People will come back because kids won't stop talking about it. Things will change week-to-week to keep things fresh. There will be rotating exhibits and unique programming.

## 7c. Quincy Children's Museum Survey (April 2019)

In a survey conducted in April 2019, 654 respondents identified their preferences in a number of areas (see appendix for more information):

- 89% have visited a museum specifically designed for children
- Top-rated exhibits: Mini Cities/Towns (32%); Indoor Playground (27%); Arts & Crafts (17%); Water Play (12%); Shows/Demonstrations (11%)
- Respondents would also like to see STEM/Building/Makerspace and hands-on/interactive exhibits
- 43% of respondents would like the museum to be located in downtown Quincy compared to 34% in midtown and 24% on the east end. Overall, respondents were not as concerned about where the museum ultimately located, as long as it opened. Feedback also included reuse of an existing vacant building – whether or historic or commercial
- Location concerns include accessibility, adequate parking, walkability, easy access for lower-income families, safety, historic building (reuse)

## 7d. Support Our Youth Survey – Adams County Together (Summer 2020)

In a survey distributed by Adams County Together in early summer 2020, more than 1,700 respondents indicated the activities of most interest to their children.

The top activities are:

- 78% Socializing with other youth
- 76% Outdoor recreation
- 68% Sports
- 47% Arts activities
- 46% Reading/learning

## 7e. Adams County Community Assessment (2018)

The Community Assessment identified the following problems/challenges in the community in rank order:

1. Drug Abuse
2. Poverty
3. Mental Illness
4. Alcohol Abuse



## 7f. Quincy Youth Survey (March 2020)

Quincy area youth most at risk for violence and delinquency:

- Youth with little or no parental involvement and no trusted adult in their life to provide guidance
- Youth who are disconnected from school due to lack of cultural sensitivity, discipline, or suspension

Participants in the 2020 Quincy Youth Initiative Key Informant Survey identified the following factors that decrease risk in violence:

- Family Support/Parental Guidance/Parental Engagement in School
- Youth connectedness with school
- A Role Model or Caring Adult in child's life
- After school programs/extracurricular activities
- Youth sense of belonging in the community
- Accessible services in their neighborhoods
- Positive self-esteem
- Programs that focus on the health of the family
- Supervision during out of school hours
- Youth involvement with church or faith-based activities
- Student's ability to regulate emotion

### Challenges

- Quincy has a variety of services available for youth, however, youth are unaware of community services and services are underutilized by the children who need them the most.
- Local data shows families with chronic truism on average utilize services from six agencies. However, youth services are spread out in the community, some services are redundant, and there is no one place to go for our folks to become informed about the services available and which would serve them best. Service providers are not coordinating with one another to ensure students receive support.
- There are not enough mentoring programs available to serve the need in the community.
- The community does not have programs that target family challenges that contribute to the well-being of the child such as parent skills, parent mental health, and food security.
- There are not enough supervised, culturally-sensitive safe spaces for at-risk youth to gather.
- Youth service agencies that rated poorly in the following areas create a barrier for access. Just having the services "on paper" isn't enough. We need to ensure the services we have meet the needs of our most vulnerable youth.
  - Youth Friendliness – 30% of service agencies scored lower than 2
  - Accessibility – 33% of service agencies scored lower than 2
  - Cultural Sensitivity - 33% of service agencies scored lower than 2

### **7g. Quincy Next Strategic Plan (2018)**

The opportunity for Quincy to grow its younger, more educated workforce is in growing its supply of the housing and retail amenities they want. National studies show that this demographic typically looks for active neighborhoods with a variety of retail and entertainment establishments within walking distance.

There are six key components to a great place - livability, walkability, vibrancy, accessibility, dynamism, and anchors and amenities. Quincy has many assets from which it can build a great place, including its riverfront and historic Downtown, its many local businesses and restaurants, its robust parks system, and its unique cultural attractions. It also has opportunities to improve its place components through investments in its physical realm - its streets and sidewalks, its parks and public spaces, its neighborhoods, and its recreational and hospitality amenities. Investing in place will have positive impacts on the health of the community, on pride in the community, and on the ability of the community to attract the visitors and new residents that will drive its economic growth.

Public Survey Comments: Overall strong support for development downtown, with a slight preference for retail and tourism opportunities over residential. The most consistent support was for economic statements that focused on diversification, adaptation, and placemaking.

### **7h. Tourism Data (2018)**

Adams County brought in \$105 million in visitor expenditures in 2018. 1,060 jobs were created in the Quincy area as tourism continued its growth for the eighth executive year.

Travel Expenditures - \$105.38 million (2.4% increase)

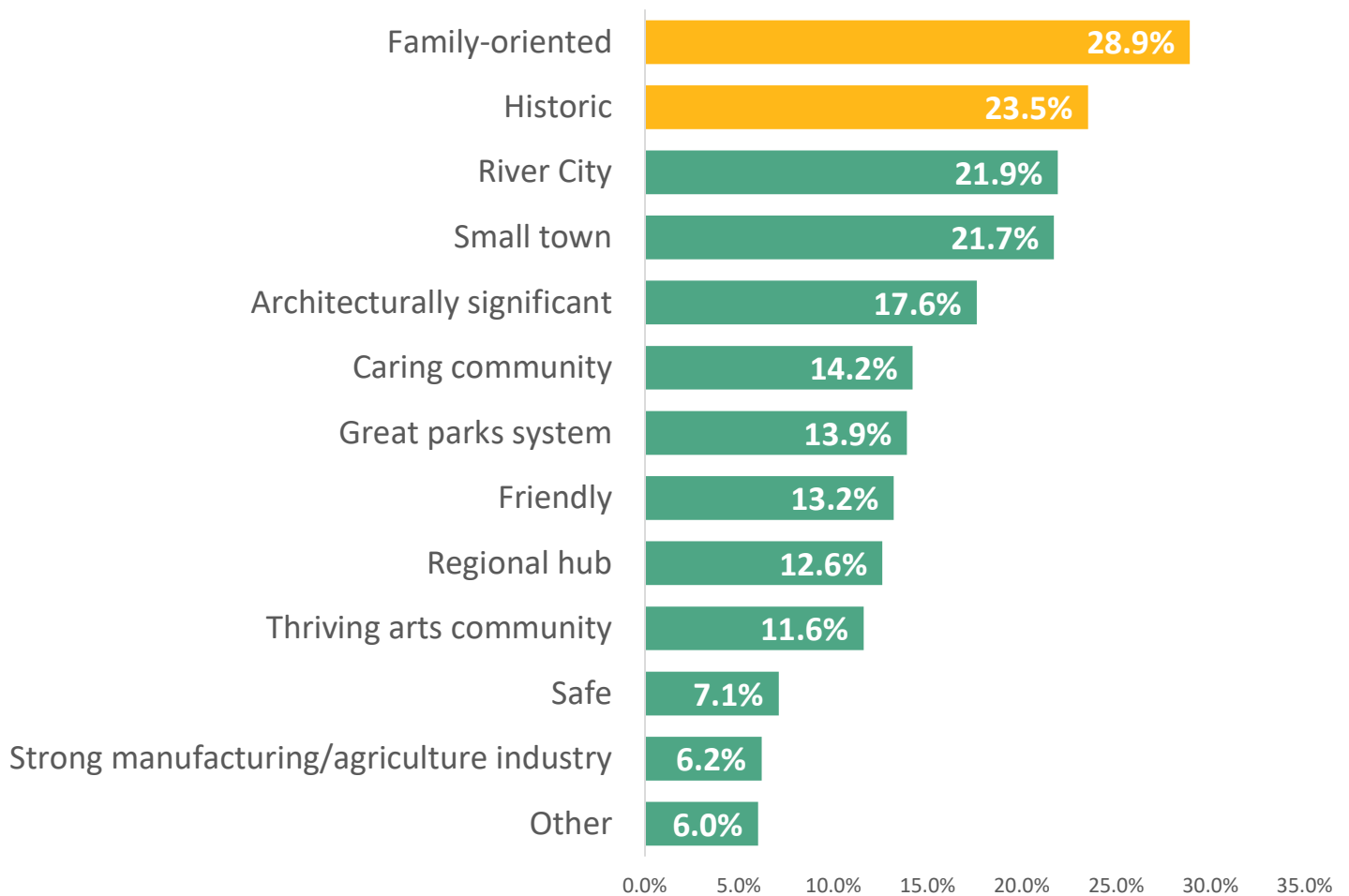
Local Tax Revenue - \$2.74 million (1.0% increase)

### 7i. Quincy, Illinois Community Brand Report – Right on Q (2016)

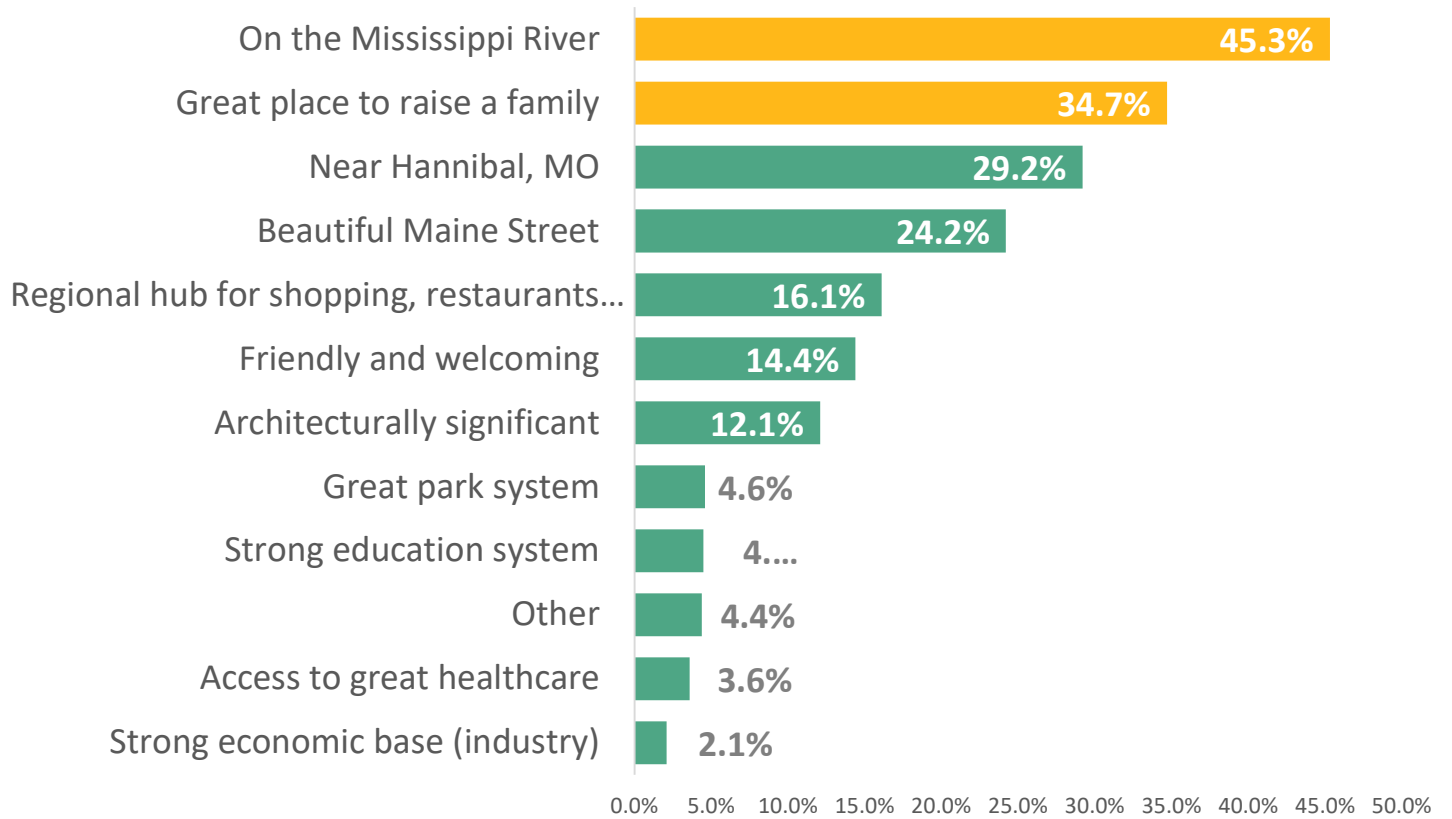
Quincy has a huge opportunity to distinguish itself simply by articulating its strengths in a compelling way. The Quincy message of caring and going the extra mile contrasts sharply with experiences people are having elsewhere in the broader region. Promoting major assets like the area’s Mormon history, arts, position on the Mississippi River, beautiful architecture and overall caring character are existing opportunities. Riverfront development, public transportation, downtown/District revitalization, and creation of a signature multi-day event were mentioned as opportunities to pursue.

#### Right on Q Survey - Resident Perceptions

If you had to pick a word/phrase to describe the Quincy and Adams County area, it would be... (Choose two answers).



**Quincy and the Adams County area's reputation to outsiders is best described as... (choose two answers).**



In your opinion, please rate the following Quincy and Adams County attributes on a scale of 1-10, where 1 is "Poor" and 10 is "Excellent."



## 8. APPENDIX

### Quincy Children's Museum Survey (April 2019)

654 Respondents

71% live in Quincy.

25% live between 15-60 minutes away from Quincy

81% have children ages 0-10 residing with them

89% have visited a museum specifically designed for children

Children's Museums Visited:

Chicago 32

Indianapolis/Indiana 17

Peoria 14

Bloomington 13

Iowa City 11

Kansas City 10

Decatur 7

Naperville 6

Galesburg 5

Exhibits respondents enjoy the most include:

Mini Cities/Towns 32%

Indoor Playground 27%

Arts & Crafts 17%

Water Play 12%

Shows/Demonstrations 11%

What other types of exhibits would you enjoy?

All of the above!

Hands-On/Interactive 9

STEM/Building/Makerspace 12

Outdoors 1

Cars/Racetrack 1

\*Respondents DO NOT like exhibits that are for display only.

Location

43% of respondents chose downtown

34% of respondents chose midtown

24% of respondents chose east end

Thoughts on location:

Accessibility

Adequate Parking

Walkable

Equitable (easy access for lower-income families)

Safe

Renovated/Historic Building



**Support Our Youth Survey – Adams County Together 2020**

What types of activities are of interest to your child? (Please check all that apply)

ANSWER CHOICES	RESPONSES	
Sports	68.06%	1,219
Arts Activities	47.07%	843
Outdoor Recreation	75.94%	1,360
Socializing with other youth	77.95%	1,396
Skill Building Activities	32.38%	580
Reading/Learning	46.12%	826
Tutoring	7.93%	142
Church Youth Group Activities	33.89%	607
Other (please list)	4.63%	83
Total Respondents: 1,791		

**Right on Q Brand Narrative**

*It always makes a difference when someone goes the extra mile for you. Maybe it's just the difference between an unremarkable day and one lined with grace notes. Between a routine customer experience and one that builds fierce loyalty. Between an obstacle and an opportunity.*

*Extra effort – extra caring some would say -- can color your whole view of a place. When it happens often enough, it can even change the way you think and act. Since you can't always pay it back, you pay it forward. It's infectious.*

*Sometimes that extra effort comes exactly when you need it most. For your family, your business, your education or maybe just for the perfect night on the town. It comes right on time. Or as we like to say in Quincy. . . right on Q. In matters great and small, a character of caring has become the heart of Quincy and Adams County.*

*Yes, Quincy is the kind of place where going the extra mile in everything is an everyday thing. That civic character is something even those of us who have lived here forever can't fully explain. But we experience it. We see it revealed by action.*

*It was part of our community almost from the start. When runaway slaves, Potawatomie Indians, and Mormons fleeing deadly persecution needed refuge, Quincians stepped up to help, as if on cue.*

*Today, you'll see it in the way Quincians arrive, right on Q, and fill sandbags to protect their neighbors from a rising river. When people need a hand, or visitors need a welcome, Quincians seem to be there, right on cue. When they see a need — for new schools, a new jail — Quincians take care of it. Right. On. Q.*

*To us, being right on Q permeates every aspect of life in Quincy and Adams County. It's about hard, honest work. It's about excellent schools. It's about developing a highly skilled workforce. It's about working to make downtown a vibrant place to work, play and live.*

*It's about the way people maintain their homes and groom their yards, not merely out of pride but from a deep sense of community. Right on Q is the rally cry for taking responsibility, taking ownership, and rising above. It's about how people here make the extra effort to do their best, even when no one is watching, because it's who they are.*

*Up and down the Mississippi, and far and wide, Quincy is known for majestic old homes. For companies that have made names around the world. For the region's outstanding healthcare. For esteemed educational institutions that share our name and heritage. For its gentle way of living.*

*But come spend a little time here, and in the end you'll know us best by heart. A heart for caring and the common good. A heart that leads people to give, for as long as it takes. A heart that goes the extra mile to welcome you, support you and encourage you.*

*That's not just our promise. It's our heritage.*

*Quincy, in Adams County, Illinois  
Right on Q*

**Children's Museum Research Deep Dive and Interview**  
 Dan Teefey, Tracy Family Foundation 2018



[Raven Hill Discovery Center](#)

**Boyer City, MI** - (pop. 3,740) (60 miles radius – 321,223)



**Media:** [Home Town Tourist Video](#)

**Hours:** Tue.-Sat., 10am-5pm; Sun.-Mon., closed

**Admission:** \$10/person

**Membership:** Individual (\$45), Family (\$95), Grandparent (\$115), Generations – 3 generations (\$155)

**Parties:** \$20/person

**Field trips:** price varies

**Financials from 990 (2015)**

**Total revenue:** \$205,135 (\$21,865 – membership, \$15,109 – fundraising, \$25,780 – government grants, \$44,721 – education, \$97,880 - programs)

**Total expenses:** \$154,398 (\$61,274 – salaries)

**Mission:** Raven Hill Discovery Center's mission is to provide a place that enhances lifelong learning for all ages by connecting science, history and art.

**Museum/Exhibits:** Raven Hill is not a traditional children's museum, but a sprawling science and history family experience over 169 acres. The founder owned the property and still runs the museum. She began the museum in 1991. The idea came from the founder and several other teachers who were increasingly frustrated with school testing, silo subject areas, and modern teaching practices that eliminated informal/play/interconnected learning opportunities. Their main building is 5,200 sq/ft, but they have multiple structures on the property, including an animal house, art corridor, natural history great room, fiber studio, maker studio, tree house, alternative energy house, evolving technology space, and a one room school house. Nearly all of their exhibits have been created "in-house" or have been built by local talent. They have never rented exhibits because they are too

large and expensive. Their most popular exhibits are the animal room, tree house, and 30 acre ancient world. About 50% of funding comes from admissions and the other 50% comes from fundraising and grant income.

**Community:** The immediate area is rural and poor. The museum typically serves a 12 county area, but the community attracts lots of tourists in the summer.

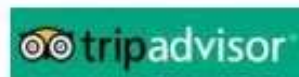
**Attendance:** 10,000 people attend the museum each year. During the summer people come from all over, but during the others seasons people come from up to 2 hours away. The Spring is mostly school field trips. During the Fall/Winter months attendance is low due to weather, but the museum focuses on in-school programming. Most people find out about the museum through word of mouth or social media. Their free second Saturday is very popular every month. 30% of attendees are members.

**Groups:** School groups pay the same admission (\$10/person). None of the school group tours are guided except for the animals, which require staff. The museum offers special workshops and camps during the summer. These are education based and are 1 week each month. They also host a lot of birthday parties, including overnights for Scouts and others.

**Food:** No food is available, but groups bring in food.

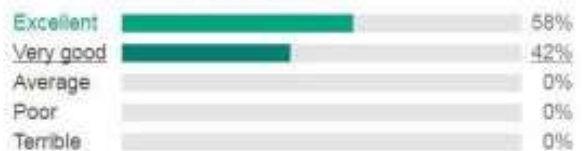
**Challenges:** Funding is the largest challenge and grants have become harder and harder to get. They do not have any large corporate sponsors, foundations, or an endowment to have dependable income. They struggle all the time for funding. They are also very rural and have no nearby urban center to pull population from. In the winter the weather can make it treacherous to reach the museum.

**Partners:** Their primary partner is NASA. They have a NASA moon rock on display and had over 140 people gather for the eclipse because of their free NASA glasses.



4.5

7 reviews











### Children's Museum of South Dakota

**Brookings, SD** - (pop. 22,000) (75 miles radius – 510,519)  
(Median Income - \$46,280)



#### **Media:** [Video of Museum](#)

**Hours:** Tue.-Sat., 10am-5pm; Sun., 12-5pm; Mon., closed

**Admission:** Ages 1+ (\$7.50)

**Membership:** Family or Grandparent (\$105), Family ACM Reciprocal (\$135)

**Total expenses:** \$1,400,000 (\$697,111 – salaries)

**Mission/Philosophy:** We promote learning for children of all ages and abilities through interactive, informal, hands-on exhibits and programming.

**Museum/Exhibits:** The museum is located in a renovated school originally built in 1936 in downtown Brookings. The idea for the museum came from the Larson family ([Larson Foundation](#)) in 2006 and the museum officially opened in 2010. ([More history](#)) The foundation fully funded the start-up costs and created an endowment to help fund 40% of annual operating costs each year. The other 60% comes from admission and program revenue. The museum does not seek donations from the community. The museum is 44,000 sq/ft with 21,000 sq/ft of indoor exhibit space over 2 floors. They have an additional 1.5 acres for outside exhibit space. There are 7 indoor exhibit galleries. The most popular exhibits are Kid Street, kids' water play, and a two story climbing exhibit. They target ages 2-12. They do not purchase traveling exhibits because they are often larger than they need. They have used community resources and outside exhibit developers to design their exhibits. Most recently they put out a RFP for an exhibit and chose a triad proposal to do the work ([Split Rock Studios](#), [Haizlip Studio](#), and [Kidzibits](#)). They expect a permanent exhibit to last 7-10 years due to wear and tear and the need to keep exhibits "fresh."

**Community:** Home of South Dakota State University with a strong agricultural and manufacturing presence, including Larson Manufacturing, Daktronics, and a 3M plant. 45 minutes from Sioux Falls, which is largest city in the state.

**Attendance:** Just above 100K each year and has been steady since opening. They pull from a 2.5 hour radius and believe that people often underestimate how far rural residents are willing to travel to experience something of value. Most people hear of the museum through word of mouth, but they do advertise on social media, in print, and through billboards. 30% of attendees are members and 70% are daily admission.

**Groups:** School groups are concentrated in April and May because they want to come when they can experience the outside exhibits. 12K of 100K attendance each year is from school groups. The museum does not provide programming for school groups, but simply allows open exploration of the museum guided by teachers and parents. They are beginning to offer some school programming options to entice school groups to come in months other than April and May. There is no discount for school groups. They offer summer programming that is education-based. Birthday and event rooms are available and heavily used.

**Food:** The museum operates a full café that serves breakfast and lunch.

**Challenges:** Museum development and exhibit design is a slow process. It often takes 3 years to move an exhibit from idea to open in the museum. Some exhibits require considerably more care and oversight. For example, the kids' water play exhibit requires staff to keep the floor from being slippery, to monitor chemicals in the water, and to maintain pumps.

**Partners:** The museum relied heavily on children's museum consultants in the early years and recommends utilizing experts through the Association of Children's Museums. They also involved the community early and often in their dreaming and processing of the museum. They also sought input from the broader region to ensure touch points for attendees from further away.





4.5

127 reviews







**Northwoods Children's Museum**

**Eagle River, WI** - (pop. 1,400) (75 miles radius – 239,462)  
(Median Income: \$42,814)

**Media:** Article with Video: [Northwoods Children's Museum succeeding in small community.](#)

**Hours:** Mon. – Sat., 10am-5pm; Sun., 12-5pm

**Admission:** Ages 1-100 - \$8.50

**Membership:** Basic (\$90), Plus (\$125), ACM Plus (\$140)

**Financials from 990 (2015)**

**Total revenue:** \$277,416 (\$44,553 – contributions and grants; \$134,480 – program service; \$45,537 – memberships)

**Total expenses:** \$334,177 (\$230,080 – salaries)

**Mission:** Committed to enriching lives, supporting families and encouraging a love of learning through interactive play.

**Museum/Exhibits:** 10,000-12,000 sq/ft of exhibit space on 1 level. They cannot afford traveling exhibits. Instead they construct their own exhibits using local volunteers and university students for approx. \$7,000/exhibit. Ideas for exhibits are taken from other Children's Museums and then replicated by them. They target ages 0-12. No exhibits are crowd favorites because everyone likes something different in the museum. They do have a toy store. The museum opened in 1998 through the vision of an area couple.

**Community:** Their immediate community is "poor white people." 45% of local students receive free or reduced lunch. They are a thriving tourist destination with 26 pristine lakes near them. The museum attracts from a range of 100 miles.

**Attendance:** 27,000 people attended the museum last year and this number has increased each year with one exception in the past 10 years. They attract attendees through word of mouth, distributing brochures at nearby resorts, and through Facebook ads. 1/3 of attendees are members.

**Groups:** School groups use the museum for field trips primarily February-June 5. They pay a reduced per student rate and have 15 different museum programs to choose from. Most school groups spend 4 hours in the museum. Museum staff have designed and lead the programs. No summer programs are offered. No special events are led by the museum any longer because they required a lot of work with little benefit. Birthday parties are an important part of their winter business.

**Food:** No food is offered, but there are several food options nearby. Many families bring picnic lunches with them to the museum.

**Challenges:** One of the museum's biggest obstacles is funding. The community doesn't realize that they are not publicly funded or that admission doesn't cover their costs. They also struggle with parents treating the museum like a daycare and dropping their kids off without staying.

The museum was founded by a husband and wife team that eventually divorced. The museum can take over someone's life and lead to burn out. It needs every moment of a leader's time and there must be a clear purpose with designated cheerleaders to keep it going.

**Partners:** They are a part of the Association of Children's Museums and a Wisconsin Children's Museum collaborative that meets yearly.





Museum Layout





## Upper Peninsula Children's Museum

### [Upper Peninsula Children's Museum](#)

**Marquette, MI** - (pop. 20,500) (60 miles radius – 155,178)  
(Median income: \$44,310)

**Media:** [Video of Museum](#) and [News Video](#)

**Hours:** Mon.-Wed., 10am-6pm; Thur., 10am-7:30pm; Fri. 10am-8pm; Sat., 10am-6pm; Sun., 12-5pm

**Admission:** Vacation package – all week for adults and kids (\$55), Ages 2+ (\$6), Family – up to 10 members (\$25)

**Membership:** Family (\$135), Grandparent (\$160), Daycare – up to 6 kids (\$185), Daycare – up to 12 kids (\$210)

**Parties:** Basic (\$120), After Hours (\$160), Sleepover – up to 10 youth (\$185)

#### Financials from 990 (2015)

**Total revenue:** \$349,165 (\$150,169 – contributions and grants, \$138,671 – program service)

**Total expenses:** \$361,949 (\$232,953 – salaries)

**Mission:** Engaging youth and families to discover through interactive exhibits and learning opportunities.

**Museum/Exhibits:** The museum opened in 1997 and consists of 2 main floors with 16,000 sq/ft of exhibit space. An additional part of the building is rented to other businesses for additional income (\$72K/year). There are 4 large gallery areas with a mix of permanent and temporary exhibits. All exhibits were entirely designed by kids through a participatory product design process. All exhibits are created by the museum staff or volunteer community members. The museum has never purchased a traveling exhibit because they are too costly and too large. Current exhibits focus on creativity, problem solving and play. There is not a lot of technology because it is more difficult to maintain. They target ages 0-10. Popular exhibits include a slide down toilet into a septic system, airplane, TV weather station, kid-size Main Street, and a crawl-through body with a fart button. There are 16 total staff at full capacity, but only 4 are full-time. Part-time staff are mostly college students from Northern Michigan University. They have a gift shop that the museum staff run, but the inventory and business is not owned by the museum.

**Community:** The museum is located in an industrial part of town that has been revitalized and the museum was the first part of this revitalization. Marquette is touristy in the summer, but the rest of the year the museum is locally populated with folks from a 50 mile radius.

**Attendance:** 30,000-40,000 people visit the museum each year and this attendance has stayed constant over the years. In June 2017 – 3,800 visited the museum for admissions revenue of \$13,000+. Of the 3,800 there were 279 member adults, 359 member children, and 53 infants (free). Those memberships are not in the \$13,000+ admissions number.

**Groups:** They do not have very many school groups that use the museum and offer no programs for schools. In their region when school groups come, teachers prefer to provide their own agenda. There is a discount per child for school groups. There are no specific summer programs offered, but they have programs that go throughout the year and ramp up in the summer – a youth journalism program and Guardians of the Wow leadership training program. They also have multiple evening programs that meet once a month throughout the year. Many programs and events are done in partnership with Northern Michigan University students. The museum also hosts birthday parties, wedding receptions and many other community gatherings. Party rooms are heavily used.

**Food:** No food is sold, but on Thursday nights they allow visitors to order pizza and it is delivered to the museum. Visitors are encouraged to bring food.

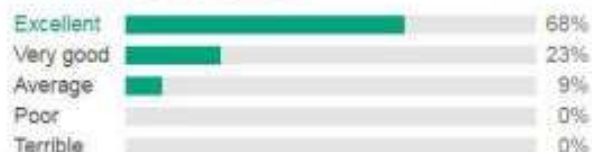
**Challenges:** The museum privately raises \$135K/year through events, grants, mail campaigns, sponsorships, and personal donations. Other revenue comes from rental income and admissions/parties/memberships. The museum does not have a lot of resources, but has grown to see this as an asset. They have been forced to be creative and to partner with their community. Everyone that works at the museum loves it, but they cannot offer benefits or high compensation.

**Partners:** The museum is not a part of the Association of Children's Museums because of the cost. They do network with other museums throughout Michigan and the museum is very connected to the local community. The community sees the museum as an asset.



4.5

51 reviews











### [Curious Kids' Museum](#)

**St. Joseph, MI** - (pop. 8,000) (45 miles radius – 1,500,116)



**Media:** [More than a museum video.](#)

**Hours:** Wed.-Sat., 10am-5pm; Sun. 12-4pm; Mon.-Tue., closed

**Admission:** 1+ (\$6), EBT card holder (\$3)

**Membership:** Individual (\$25), Family or Grandparent (\$65), Benefactor (\$130), Patron (\$500), Sponsor (\$1,000)

**Parties:** \$175 for 10 people in party room, \$350 for whole museum and 30 people

**Field trips:** price varies

### **Financials from 990 (2015)**

**Total revenue:** \$761,859 (\$69,438 – membership, \$246,367 – other contributions, \$323,999 – program service, \$36,915 – investment income)

**Total expenses:** \$555,548 (\$260,619 – salaries)

**Mission:** The Curious Kids' Museum encourages discovery, wonder and awe for children.

**Museum/Exhibits:** This museum is really two museums – Curious Kids' Museum and Curious Kids' Discovery Zone. The Museum was opened in 1989 and covers 9,000 sq/ft over two floors. They have 18 major exhibits. They only have permanent exhibits. The Discovery Zone is 3,000 sq/ft on 1 floor and is ½ permanent exhibit and ½ traveling exhibit. They have both created their own exhibits and rented exhibits from others. They have rented exhibits from [Oregon Museum of Science and Industry](#), [Betty Brinn Children's Museum](#), [Sciencenter](#), [Stepping Stones Museum for Children](#), and others. They have used [Kidzibits](#) for exhibit design and construction. The most popular exhibits at the museum are the Apple Orchard and Farmer's Market. Their gated 0-4 toddler area, kids' water table, and climbing tower are also huge hits.

Guests always appreciate the changing traveling exhibit too. The Kid's Museum targets ages 0-10 while the Discovery Zone targets ages 3-12. 50% of revenue is from admissions and 50% is from grants and donations.

**Community:** The community has an incredible number of tourists that come to the area for the beaches on Lake Michigan. Every year they have visitors from all 50 states and several countries. The museum partners with the community for educational outreach, autism learning, safety, poverty alleviation support, care for persons with disabilities, etc.

**Attendance:** Museum attendance is 90,000/year. 70% attend the Curious Kids' Museum and 30% attend the smaller Curious Kids' Discovery Zone. Attendance has grown in the past 10 years as tourism in the region has grown. 15% of attendees are members.

**Groups:** The museum has about 5,000 school students every year. They are charged ½ price for a 1.5 hour visit to both locations. They do not provide any programming for these visits, but they do provide programming or an Outreach program that presents materials for in-school programs. This Outreach program ties to state curriculum standards. They also have summer programs and camps. Their summer camps are for ages 4-6 (9am-12, M-Th) and 7-12 (9am-4pm, M-F). Both camps are education based and last for 6 weeks. They are at or near capacity every year. The museum also hosts birthday parties and special events in party rooms. They also rent various parts of the museum for everything from corporate Christmas parties to baby showers.

**Food:** They do not offer any food.

**Challenges:** Funding is always a challenge. Grants and donations are increasingly hard to come by. They could scale back some of the "extras" that they do, but those are some of the most impactful things they do too. If they could start from scratch in designing the museum again they would work with a design company to design the "experience" from start to finish. They pieced things together over time instead and this lacks cohesion in places. It is essential to raise a "ton" of money because good exhibits are expensive, but worth the appeal, longevity, and reliability.

**Partners:** The museum must have a really good Board of Directors with a diverse demographic. You need people with time, talent, and treasure. They primarily work with local community partners rather than larger national groups.





4.5

147 reviews

Excellent	57%
Very good	31%
Average	8%
Poor	4%
Terrible	0%







Discovery Depot Children's Museum

**Galesburg, IL** - (83 miles from Mt. Sterling)  
(pop. 31,000) (75 miles radius – 1,310,128)

**Media:** [Example family visit](#)

**Hours:** Tue.-Sat., 10am-5pm; Sun., 12-5pm; Mon., closed

**Admission:** 1+ (\$6)

**Membership:** Family (\$95), Family ACM (\$125), Grandparent (\$95), Day Care Provider up to 6 kids (\$160)

**Financials from 990 (2015)**

**Total revenue:** \$390,390 (\$66,654 – fundraising event, \$193,481 – other contributions/grants, \$136,172 – admissions)

**Total expenses:** \$308,421 (\$118,685 – salaries)

\*\* The Executive Director noted that in 2017, their program and ticket revenue was 60% of total revenue.

**Mission:** Inspiring Wonder and Excitement for Learning through diverse programs, exhibits, and community partnerships. We promote literacy, science, engineering, technology, mathematics, fine arts, and cultural education by engaging families through hands-on learning!

**Museum/Exhibits:** The museum exhibits range in price from \$65,000 to \$7,000. The museum used RFPs to solicit professional exhibit designers to create their exhibits. The only exhibit that was created locally was their play village, which includes a pizza shop, post office, grocery store, and other play stores. Some example exhibit costs are their Ferris Wheel (\$50,000), gear airplane propeller (\$20,000), play fire engine (\$65,000), and air ball play tube system (\$20,000). They expect their exhibits to last 10-15 years.

The museum does not use traveling exhibits because they are too costly.

When the museum was founded, they utilized "real life" exhibits including an old ambulance. While these exhibits were interesting for the kids, they were also dangerous and were not specifically designed for children's play.

The museum is in the process of expanding to a 2<sup>nd</sup> level. On that level they will have a water play area

(most popular children's museum exhibit nationally) and it will double their square footage to approximately 18,000 square feet. This museum currently has an open floor plan where you can see all of the exhibits (and the children playing with them).

The museum has an easy access parking lot. They also have two full-time staff and many part-time.

**Community:** Galesburg has approximately 30,000 people and the museum pulls from about 2 hours away. The Executive Director has a listing of the zip codes of attendees that we could access at some point.

**Attendance:** The museum had 40,000 visitors last year. These visitors are driven by a large number of programs offered at the museum and the museum's outdoor playground, which is a large attraction in the warmer months. The museum is the number one attraction to Galesburg.

**Groups:** The museum has a group programming area as well as a special room for birthday parties and other gatherings. School groups also use the museum for field trips.

**Food:** No food is prepared and served, but the museum has a cooler with snacks and beverages.

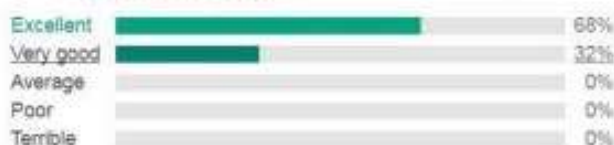
**Challenges:** Funding is always a challenge, but the Discovery Depot has been able to function very lean. The time and planning needed for a strong programming calendar is always tiring.

**Partners:** The Executive Director spoke very highly of the Association of Children's Museums and referred often to the data that they have available on member museums. She attends their annual conferences and has participated in leading sessions in the past. She highly recommends their consultation services and offered to be a consultant as needed herself.



4.5

25 reviews







## Traditional Living 11.7%

### WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage while retaining their youthful interests in style and fun.

### OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single-family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

### SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Unemployment is higher at 7.3% (Index 134); labor force participation is also a bit higher at 63.4%.
- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

## Rustbelt Traditions 11.2%

### WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white-collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly \$400,000. Family-oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

### OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70 percent of householders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have 1 to 2 vehicles available.



## SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the US at 5.2%; labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security, and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

## Midlife Constants 11%

### WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and above-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

### OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100 (Index 74).

## SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- Unemployment is lower in this market at 4.7% (Index 86), but so is the labor force participation rate (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

## Heartland Communities 10.4%

### WHO ARE WE?

Well settled and close-knit, Heartland Communities are semi-rural and semi-retired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

### OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

## **SOCIOECONOMIC TRAITS**

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.
- More workers are white-collar than blue-collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.