



# Kid Approved Children's Discovery Museum Capital Campaign

## Frequently Asked Questions

### Current Museum

#### **What is the Children's Discovery Museum on the Saskatchewan?**

The Children's Discovery Museum on the Saskatchewan is a charitable organization that has been operating a children's museum in Saskatoon since 2009. Our mission is to foster creativity, curiosity, and a lifelong love of learning in children 12 and under, through hands-on exhibits, programming, and outreach.

#### **What is a children's museum?**

Children's museums are places where children learn through play. They are vibrant, exciting spaces dedicated to hands-on learning and creative exploration. Kids can explore everything in their own way and at their own pace, and learn about the world around them in an interactive way. They are similar to science centres, but include many other topics like arts and culture, and tend to be open-ended experiences aimed at younger children.

#### **Why do you use the word museum in your name? Are you a "real" museum?**

Yes, in the sense that a museum is a place of learning, we are. We are just a different kind of museum where everything is hands-on and interactive, and visitors can explore the exhibits in their own way, and even become part of the exhibits.

#### **How many people attend the Museum?**

In the last 12 months, over 17,500 visitors attended the Museum. Our visitors are children ages 0-12 and their caregivers.

#### **Will the current museum in Market Mall stay open until the new facility in the Mendel opens?**

We will continue to operate the Market Mall facility as long as it makes sense to do so. We will very likely close the existing facility when the opening of the new facility is imminent. During the transition time, we would focus on outreach, staff development, program development, and final preparation of the new facility.

#### **Who's on the Board?**

Board Members: Dave Hunchak (President), Erica Bird, Amanda Sawlor, Mouna Karam, Andrew Wallace, Ryan Lejbak, Darlene Brander, Lyndi Dyck, Tammy Van Lambalgen and Vivian Allen.

For full Board member bios, please visit: <http://www.museumforkids.sk.ca/directors.html>

Staff: Jaki French, Executive Director. Shannon Harnett-Smith, Director of Development. Anneka Richer, Manager.

## **Is capital revenue funding your current operations in Market Mall?**

No, we are keeping finances separate. The funds raised through the capital campaign will go directly to capital costs including design, renovation/construction, exhibits and fundraising.

## **Construction/Design**

### **Who's building the new museum?**

That is yet to be determined. We intend to involve a local architect and local engineering and construction firms for the heritage-sensitive renovations to the Mendel building. There may be opportunities for local firms to get involved in some of the non-specialized exhibit fabrication as well. There will also be some specialized exhibit items for which we will engage fabrication firms that are experienced in building children's museum exhibits.

### **Why was Argyle Design chosen instead of a local or Canadian company?**

The museum issued a formal Request for Proposals (RFP) and received 14 proposals from international design firms, including three from Canada. Based on our RFP criteria, we evaluated the companies, narrowed the field down to a shortlist of three very strong candidates, and after interviews and follow up clarifications, we selected Argyle Design from Brooklyn, NY. Argyle Design specializes in the design of children's museums and has designed over 30 children's museums across North America to date. We've since been very happy with their skill at listening to our vision, their sensitive community engagement work, and capturing it all in the Master Museum Plan. We are continuing with Argyle Design for the detailed development of the exhibits.

### **What are some of the exhibits and activities that will be offered?**

Exhibits include areas for storytelling, climbing and playing, acting, inventing, creating, and discovering new things. Proposed exhibit names include: Northern Lights; The Gathering Place; Toon Town; Little Bridges; Boxes o' Fun; The Climber; Subterranea; Art Space and Maker Space.

### **How has the public been involved in development of the design?**

We held community engagement sessions, facilitated by Argyle Design, during the development of the Master Museum Plan in 2014/2015. We have started conversations with educators, new Canadians, aboriginal groups, performance arts groups, and those caring for special needs children, as well as with the general public. We intend to continue these community engagement conversations as the detailed design development progresses, and throughout the life of the new facility. This is a grass roots project to serve as a welcoming community hub that brings people together.

### **Will you be honouring the Mendel Legacy? Will you be making significant changes to the Mendel, a heritage building?**

The building will still be called the Mendel Building. We are planning for new visible features on the exterior that show that the building has a new focus on kids, while still respecting the heritage and legacy of the building's architecture. Our plan also calls for additional windows facing the river. Renovations will be made to the interior but we will make every effort to maintain the heritage of the building.

## **New Museum**

### **When will the new Museum open?**

We will get possession of the Mendel building when the civic art gallery moves into the new Remail Modern facility. The Remail Modern recently announced that this has been delayed from fall 2016 until spring 2017. With this recent delay, we are reviewing our project plan but expect that the new children's museum in the Mendel will open to the public in early 2018.

### **Will you change your name?**

Maybe. We will work together with our lead donor, PotashCorp, to determine the name of the new museum.

### **What is happening to the Conservatory? Will the lobby still be open to the public and will the coffee shop stay open?**

The Conservatory will stay open and will be operated by the City of Saskatoon. The lobby will remain open to the public and a coffee shop and gift shop are planned for the Museum. The operator of the coffee shop and gift shop are not yet determined.

### **Will there be an admission?**

Admission rates have not yet been finalized, however, the daily admission rates are expected to be approximately \$7.00 per person (free for children under one). These rates are consistent with the rates charged by other similar children's museums and are reasonable when compared to admission rates at other facilities within Saskatoon. We also plan to expand our funded access programs in the new facility. These programs allow us provide regular free admission days, and to bring in disadvantaged groups with free or subsidized transportation and admission, implementing our core value of Bringing People Together, regardless of their financial situation.

### **How many people will attend the new museum?**

We are budgeting, financially, for a conservative estimate of 60,000 visitors per year. Based on statistics from similar sized museums in similar sized cities, we will be planning to be able to accommodate as many as 150,000 visitors per year.

### **How will the CDM cover its operational costs?**

The CDM projects that the \$1.2 million/year operating costs will be funded by 50% earned revenue and 50% contributed revenue, from public and private sources. Annual funding from various public sources, such as SaskCulture and the City of Saskatoon, is estimated at \$300,000 per year.

Earned sources of revenue include admissions, memberships, school groups, private functions, birthday parties, summer camps, fundraising events, and sublets. As part of the ongoing capital campaign discussions, several corporations have expressed strong interest in funding ongoing programming in addition to capital, in order to ensure financial stability. The Children's Discovery Museum is committed to ensuring our core value of Good Business is kept at the forefront to ensure success and sustainability.

### **What efforts have been made to coordinate with the Science Centre?**

The CDM has engaged in several preliminary conversations with the Saskatchewan Science Centre. There is a strong willingness amongst both organizations to work collaboratively on areas

of shared interest – particularly in the promotion and delivery of learning opportunities for young children across the province. Some examples of collaboration discussed include stationing a Science Centre staff member at the new CDM, hosting visiting exhibitions periodically, sharing exhibits between the two locations, collaborating on joint programming and outreach initiatives, collaborating on joint funding applications; and, providing reciprocal memberships. Conversations with the Science Centre will continue through the next two years of detailed exhibit design and program development.

## **Fundraising**

### **How much has been raised?**

Approximately 40% of our \$10M goal has been raised. We continue to ask for support in the community and will continue announcing those gifts in 2016. Several large donors have stepped up to the plate and we are excited with the progress to date but we still have a significant amount left to reach our \$10M goal.

### **Who's involved with the fundraising?**

Campaign Chairs: Robin Chapman & Dr. Erica Bird

- Robin Chapman leads up the team of Chapman Wealth Management Group with TD Wealth Private Investment Advice. She is excited to be a part of the CDM Capital Campaign and encourages others to support the building of a children's museum in our province.
- Erica Bird holds a PhD in Physics from the University of Toronto. She has divided her time between caring for her four children and serving on the Board of Directors of the Children's Discovery Museum for the last eleven years, six of those as President.

Honourary Chairs: Leslie & Irene Dubé

Volunteers: Kristy Werner, Joni Rynsburger-Rathwell, Bryan Leverick, Sean Sinclair, Ranga Ranganathan, Lesley McGilp, Patricia Roe, Donna Turner, Debbie Morozoff, Christine Thille, Kendra Rodych, Jenelle Vanstone, Kirsty Hack and Jim Hutch.

### **Can I give a gift over multiple years? What options are available for payment?**

Yes, the pledge period for gifts is up to 5 years. Payments can be customized to fit your circumstances with options including monthly or annually by cash, cheque, credit card, securities or gift-in-kind.

### **What has the City of Saskatoon contributed to this project?**

The City is committing to upgrade the Mendel building's mechanical and electrical systems before the CDM moves in, as part of the ongoing Civic Building Comprehensive Maintenance program. In addition, the City is paying property tax on the building, leasing it below market cost, and entering a \$70,000/year programming agreement to align CDM programming with the City's strategic programming priorities for the Kinsmen Park area. The City has also provided \$50,000 from the Community Support Grant Reserve to date and the CDM anticipates receiving annual funding from the Cultural Grant Program when the new museum opens.

### **Are other levels of government contributing to the capital project?**

We have had conversations with both the Federal and Provincial government, and have submitted proposals to both governments. We are waiting to hear back on their decision.