

# Minnesota Children's Museum

*Smart Play*

Attn: Jess Hopeman  
Legislative Reference Library  
645 State Office Bldg.  
100 Rev. Dr. MLK Jr. Blvd.  
St. Paul, MN 55155

**RE: FY12-FY13 Arts and Cultural Heritage Report: Offsite Environments, Rochester, *Storyland***

Ms. Hopeman:

On behalf of the board, staff and the hundreds of thousands of children and families we serve at Minnesota Children's Museum, I would like to thank the State of Minnesota for the recent support from the Arts and Cultural Heritage Fund to support our growth initiatives to expand access to cultural experiences. Legacy funding will be used to install at least six play-based learning environments in libraries throughout Greater Minnesota, provide start up funds for a satellite museum in Rochester, MN, and to continue the *Storyland* tour into 3 additional Greater Minnesota communities. We are thrilled to receive this support in order to extend our reach beyond our St. Paul location and embed our early childhood expertise into communities throughout Minnesota.

The Museum is in the very early planning stages for these initiatives. As of this report, the following activities have occurred:

*Offsite Learning Environments*

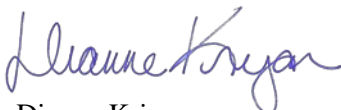
In early December 2011, the Museum appointed Michelle Blodgett as the Library Projects Exhibit Developer to oversee and develop the Legacy-funded library environments. A task force has been assembled to begin the planning process for site selection, exhibit development and installation. The team has already identified the Grand Rapids library as our first site and in the coming weeks they will begin identifying additional sites. We anticipate that by early March we will begin the planning phase for the next few chosen Legacy funded library environments.

*Rochester Satellite Museum*

Upon learning of State support for the Rochester project, the Museum implemented changes to our governance, staffing and operations structure to effectively expand our capacity. Initial exhibit, program, IT, marketing and communication plans have been launched for the opening. The Museum recently signed a lease agreement on a 5,000 square foot space that will provide engaging learning experiences for up to 30,000 anticipated visitors in the first year of operation. The address of the new Museum is 1643 ½ North Broadway, River Center plaza, MN 55906 and the new phone number is 507-218-3100. We are currently planning the appropriate renovations, updates, and layouts in order to launch later in the winter of 2012. Additionally, the Museum has hired Dawn Devine as the Director for Minnesota Children's Museum-Rochester (MCMR).

Because the Museum is early in the planning process, no expenses have been incurred for the *Offsite Environments* and *Storyland* tour extension. As of December 31, 2011, only a small amount, \$52,303.57, of expenses has been incurred for the startup of our Rochester location that has included salaries and some materials. The spring of 2012 will be an exciting time for the Museum as progress on these projects. We thank the State of Minnesota for its support through the Clean Water, Land and Legacy amendment. Please contact James Lekvin, Grants Manager, at 651-225-6034 if you have questions or need additional information.

Regards,



Dianne Krizan  
President

cc: Alyssa Haugen and Jane Xiong, Department of Administration

# Article 5 Sec. 1

State of Minnesota  
Arts and Cultural Heritage Funding  
Minnesota Children's Museum

## Section I

### **Project Name and Description:** *Decentralized Growth Initiative*

This initiative extends our expertise beyond our Saint Paul location and puts us into communities throughout Minnesota through the following activities:

- Embed interactive learning environments in communities around state
- Open a children's museum in Rochester, MN
- Extend the tour of *Storyland: A Trip Through Childhood Favorites™*, a literacy-based exhibit currently touring Greater Minnesota as a result of the previous biennium of Legacy support.

## Section II

**Name:** Minnesota Children's Museum

**Telephone:** 651-225-6000

### **Board of Directors:**

#### Officers:

Bill McKinney, *Chair of the Board, VP, Distribution Development, Thrivent Financial for Lutherans*

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Sara Ratner, *Chief Compliance Officer, Prime Therapeutics*  
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Mark Stoering, *Vice President, Portfolio Strategy & Business, Xcel Energy*  
Ronda Wescott, *President, Public Sector Services, Travelers Companies, Inc.*  
Stephen Zawoyski, *Partner, PricewaterhouseCoopers, LLP.*

**Email:** [info@mcm.org](mailto:info@mcm.org)

**Web site:** [www.mcm.org](http://www.mcm.org)

### Section III

**Amount of funding:** \$1,000,000

**Source of funding:** Arts and Cultural Heritage Fund of the State of Minnesota's Clean Water, Land and Legacy Amendment

### Section IV

**Amount of additional funding or leverage:** \$37,500 committed (as of Jan. 15, 2012)

**Source of additional funding or leverage:** Blandin Foundation (\$25,000), Friends of the Grand Rapids Area Library (\$1,000), Grand Rapids Library Foundation (\$1,500), Northland Foundation (\$10,000)

### Section V

**Duration of the Project:** The Decentralized Growth initiative will be conducted over the next biennium, concluding on June 30<sup>th</sup>, 2013

### Section VI

**Number of project FTEs:** Literacy Environments – 1.5 FTEs, Rochester Satellite Location – 3.2 FTEs for startup, growing to 5.4 FTEs once opened in winter 2012, *Storyland* - .4 FTEs

### Section VII

**Direct expenses and administration costs of the project:** Literacy Environments \$270,000, Rochester \$693,000 and *Storyland* \$27,000

### Section VIII

#### **Proposed measurable outcomes and a plan for measuring and evaluation:**

*Minnesota Children's Museum - Early Literacy Environments in Non Museum Locations*

Assessment method will include: observation, surveys, data tracking. Outcomes will include: 1) Early learning environments will be installed in six non-museum locations throughout Greater MN; 2)

children and families will experience high quality early literacy environments that provide children with foundational knowledge and skills leading to increased school readiness; 3) adults will increase awareness of their critical roles in children's early literacy development; 4) children and families will increase positive, early literacy focused adult-child interactions.

#### *Rochester Satellite Location*

The intended outcome will be the opening of a 5,000 square-foot store front Museum, similar to the first location opened and operated by Minnesota Children's Museum in 1981. Assessment for success will include observation, surveys, data tracking and attendance in the Rochester location. The outcomes for the launch of a new Minnesota Children's Museum of Rochester are multiple: 1) Funding for two-year start-up of a children's museum in Rochester will expand Minnesotans' access to early learning experiences and arts activities in a community with previously limited opportunities; 2) The Museum will increase the number of children and families actively engaging in arts and cultural learning in Rochester and the southeast region of the state; 3) The sustainability of the new Museum will be enhanced significantly given this source of support for opening and the first two years of program development; 4) The new Museum will, according to our long term plan, continue to serve the Rochester and surrounding community and grow over time, thus these Legacy funds will help ensure funding continuity as local partners engage with matching and supplemental funding; and 5) The new Museum will increase the attractiveness of Rochester as a favorable place to live, learn, run a business and raise a family.

#### *Storyland: A Trip Through Childhood Favorites Tour Extension*

Assessment methods will include: observation, surveys, data tracking, and attendance. Outcomes will include: 1) *Storyland: A Trip Through Childhood Favorites* (a small exhibit based upon a larger, national touring exhibit) will tour to three sites throughout Greater MN; 2) Storyland will catalyze children's development of a disposition to read; 3) Adults will increase awareness that literacy development begins in infancy and continues through childhood; 4) Adults will increase awareness of their key role in cultivating literacy through everyday activities.

### Section IX

**Entity acting as fiscal agent or administering agency:** Minnesota Children's Museum is a 501 (c)(3) nonprofit organization as defined by the Federal Government under the law.

**Point of contact:** For questions regarding this project, please contact Karyl Corcoran, Vice President of Growth and Development at [kcorcoran@mcm.org](mailto:kcorcoran@mcm.org) or 651-225-6013.