



Facts About The Children's Museum Group

- **TCMG has deep, strong and valuable community roots**

- Established in Elizabeth Park's Pond House 91 years ago—*the 5th Children's Museum opened in USA*
- Preschool established 72 years ago--*one of oldest and first in US at a Children's Museum, now full-day*
- Roaring Brook Nature Center established 70 years ago—*joined TCMG in 1973*



- **TCMG is an education center, not an entertainment/amusement entity**

- Nearly 50% of revenue from delivery of qualified STEM education classes to over 50,000 children in 200-300 schools, libraries and community centers of virtually every town in CT as well as into NY, MA and RI
- Focus is on children 3 to 13 years old with their parents, caregivers and teachers
- Hands on learning opportunities not available elsewhere
- Children always under direct supervision of a responsible adult: parent, grandparent, caregiver, teacher or TCM Staff

- **Engagements of TCMG West Hartford Campus**

- 110,000/yr-130,000/yr
- 1/3 off-campus, 2/3 on-campus
- 85%-90% from CT Towns, 10%-15% from other states, <1% from other countries
- Top 10 towns surround Hartford (see table)
- Children never allowed outside enclosed region of campus without supervision
- Autos trips: Average of 125 per day with a maximum of 250 and a rare maximum of 350
- School bus trips: Average of 1 to 2 per day with a maximum of 5

Towns by Attendance Rank		%
1	West Hartford	20.0%
2	Hartford	9.3%
3	Newington	3.0%
4	Middletown	2.9%
5	Avon	2.9%
6	Simsbury	2.8%
7	Manchester	2.8%
8	Farmington	2.8%
9	Bristol	2.5%
10	Glastonbury	2.4%
Total Top 10		51.3%

- **Children's Museums complimentary to, not competitive with science museums.**

All major metro areas in the US have a Children's Museum—which are community-based organizations that satisfy a broadly recognized need of children and families for hands-on learning opportunities.

	Children's Museums (over 230 in U.S.)	Science Museums (over 275 in U.S.)
Different Audience	Children ages 1 to 14	Children & adults ages 6 to 80
Different Agendas	Provide broad learning opportunities	Provide science & technology perspectives
Different Assets	Exhibits manipulated by children	Static & interactive exhibits

- **TCMG will preserve historically significant buildings and will work with WECA on other acceptable uses of property**