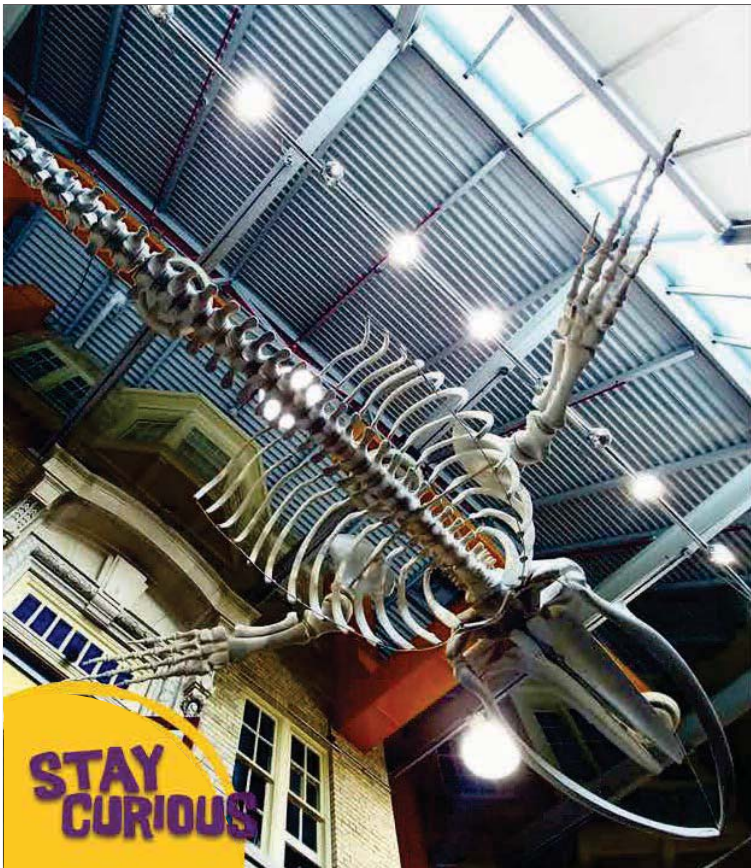


Children's  
MUSEUM

# STAY CURIOUS

Case Presentation, January 2019  
London Children's Museum



## The Children's Museum

- Canada's **first** children's museum; one of only 9 today
- **\$4.5M** contributed to local economy annually
- **26%** growth in visitors over last 5 years
- **47%** visitors are tourists
- **75%** earned revenue & private sector donations
- **25%** public sector grants (federal, provincial and municipal)



# Stakeholder Engagement

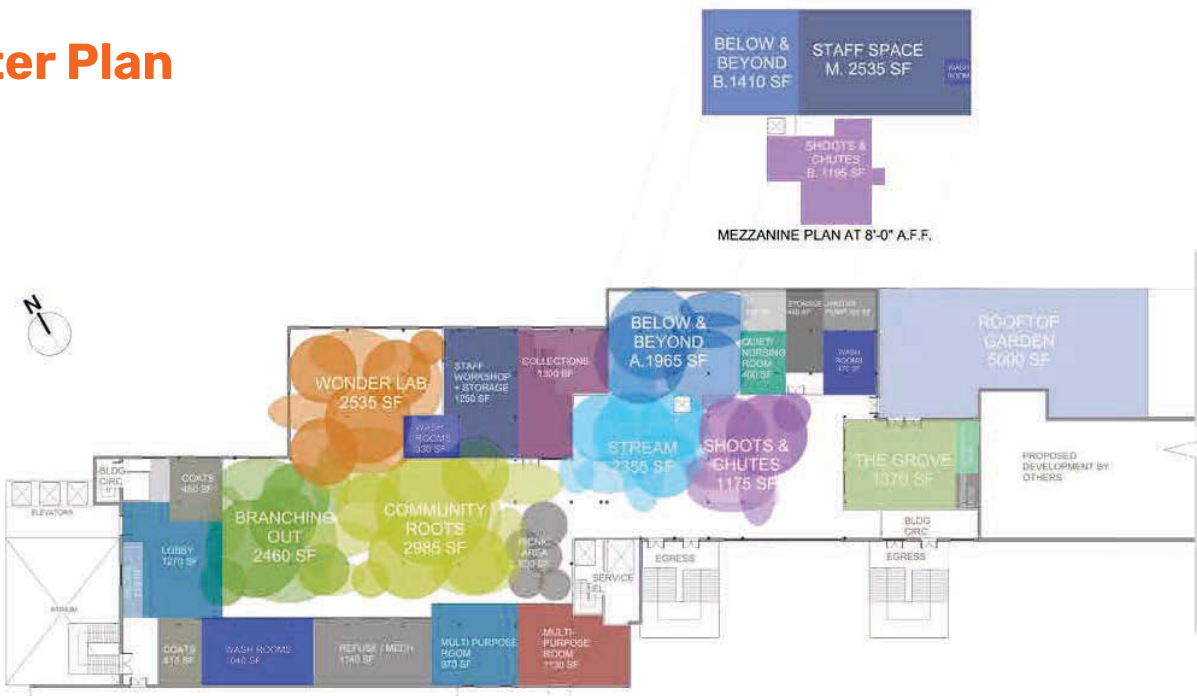
- **Who:** Educators, community partners, accessibility organizations, First Nation communities, industry experts, and the general public
- **How:** Best practice review, insight surveys, market research, design camps and workshops

# What We Heard

- **Advocates for childhood,** understanding and valuing children
- **Hands-on learning experiences** for all children
- **Welcoming and supporting** diversity, equity and accessibility



# Master Plan





## BRANCHING OUT



## WONDERLAB





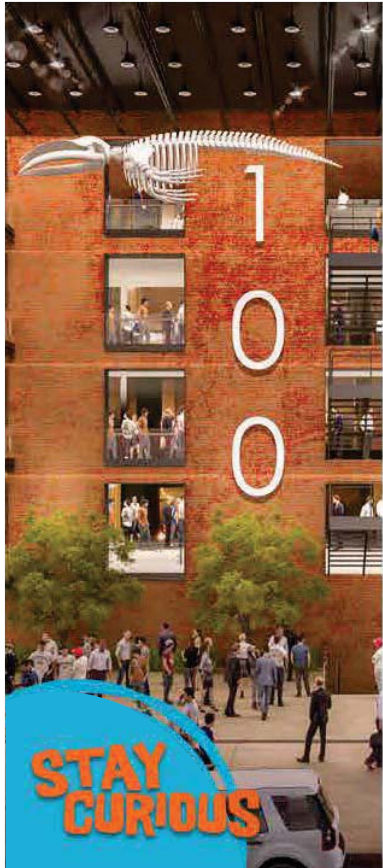
## BELOW & BEYOND



## SHOOTS & CHUTES







## The New Children's Museum

A state-of-the-art educational, cultural, and tourist destination at 100 Kellogg Lane.

