Defusing the Threat of Changing Retail
ROOM 302 A

Joseph Wisne, Roto
Andy Ackerman, Children’s Museum of Manhattan
Nene Spivy, Children’s Science Center
Michael Yankovich, Children’s Museum of Denver
Play Street Museum is an interactive children's museum purposefully designed to encourage a young child's sense of independence, exploration, and creativity.
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Legoland Discovery Centers in U.S.
Phoenix – Arizona Mills (Tempe)
Atlanta – Phipps Plaza in Buckhead
Boston – Assembly Row in Somerville
Chicago – The Streets of Woodfield in Schaumburg
Dallas/Fort Worth – Grapevine Mills
Kansas City – Crown Center
Michigan – Great Lakes Crossing Outlets in Auburn Hills
Philadelphia – Plymouth Meeting Mall
Westchester – Ridge Hill in Yonkers
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Coming in 2018-2019:
San Antonio – Shops at Rivercenter
Columbus – Easton Town Center
Pittsburgh – Monroeville Mall
East Rutherford – American Dream Meadowlands
SELFIE FACTORIES: THE RISE OF THE MADE-FOR-INSTAGRAM MUSEUM
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About Us:

• A 45 year old Children’s Museum located in Denver Colorado on a 9 acre campus

• Serve nearly 570,000 visitors per year with 115 employees

• Focus is children (newborn through 8), their grownups, teachers and students

• Annual budget is $8 million

• Approximately 65% earned revenue, 35% contributed
Denver Dynamics:

• More new experiences and resources than ever before geared toward children and families

• Other Museum’s, Zoo, Aquarium and Gardens, etc. are growing their audiences by focusing on newborn through 8 year olds (our core audience)

• Meow Wolf, Trampoline Park, New Adventure-Based Playgrounds have opened or are on the way
Differentiators:

• Kid powered learning, building upon prior experience, authentic, adventure emphasis, outdoor experiences for young children and families

• Designed a Children’s Museum for Grownups (acceptance of skinned knees and dirty clothes)

• Museum for All children and families

• Best customer service and fanatics about fit and finish

• We offer the best informal learning experiences for young children in our region, we are the experts

• We are aggressive investors in our work, vulnerable to new ideas and opportunities, and entrepreneurial marathoners

• We design experiences for others and build intellectual capital for the Mother Ship
What we’ve learned:

• Careful not to discount our value.

• Channel competition into a force for reinvestment (keep filling the pipeline), innovation, and challenging our own assumptions

• “They” are also looking to monetize differentiation “they’re here because they think they have something unique or they can do it better.”

• Inquire why “they” went out of business...

• Keep our fingers on “the pulse” while knowing where our heart is.

• Keep looking forward, be bold, and dissect and promptly bury our failures.

• “It’s our’s to lose!” “FearLess”

• Celebrate NO

• MEMO Principle
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Introducing the Children’s Science Center

**MISSION:** To instill a love of learning STEM in all children by providing unique opportunities to explore, create, and be inspired.

**VISION:** To create a world class children's science museum.

**IMPACT:** Now serving 70,000 visitors annually at “Lab” museum site and via off-site community programs.

**NEED:** Expand impact to 600,000+ children in our region.
Quick Facts:
• Open for general admissions and field trips daily at Fair Oaks Mall, Fairfax, VA
• Four experience zones (2,700 sf) plus multi-purpose room
• 50,000 annual visitors including scholarship visitors
Lessons from the Lab

- **Going In Goals**
  - Create sophisticated experience environment
  - Capitalize on mall visibility and traffic

- **Surprises**
  - Hard to brand as a non-profit in a retail setting
  - Attracting a diverse “mall” audience

- **Fundamentals of Industry Hold True**
  - Destination visit
  - Scale matters
  - Economic benefits to community
Quick Facts:

- Donated land at Kincora’s mixed-use development
- Phased build out up to 70K sq. feet
- Access to 150 acres of parkland on stream valley
- Capacity: 300,000+ visitors annually
Future Science Center Planning – Lessons Learned

• Need: larger footprint, no rent
  • Real estate hard to come by in No. Va.
  • Developer proffer was best pathway
  • Amenities and infrastructure built in

• Risks:
  • Longer planning horizon than private tenants
  • Maintaining momentum and patience
  • Many moving parts: multi-party relationship, uncertain timeframes
  • Need clear expectations and commitments

• Benefits:
  • It’s more than a proffer – it’s good economics
Capitalizing on Opportunity

• Good news
  • Shifts in retail are a major market force playing into our favor
  • Experience is King

• Tips for Success:
  • Ally with visionary developers who know you best
  • Demonstrate ROI
  • Make neighboring tenants your biggest fans
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Art Inside Out

Elizabeth Murray | William Wegman | Fred Wilson
October 2002 – May 2005
Hello from Japan!
America to Zanzibar: Muslim Cultures Near and Far

February 13, 2016 – January 31, 2017
Gods, Myths and Mortals: Discover Ancient Greece

May 25, 2007 – September 2011
Gods, Myths and Mortals: Discover Ancient Greece

May 25, 2007 – September 2011
The Art of Andy Warhol

November 19, 2005 – May 28, 2006
Sunday Morning Breakfast: Inside the Art of Romare Bearden

2004 Fall
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