Right-Size for Your Community: It’s About Quality, Not Quantity

Melanie Hatz Levinson, Creative Director, Kidzu Children’s Museum, Chapel Hill, NC
FRANKLIN STREET

Kidzu’s first two locations served more than 220,000 visitors from 2006 to 2013

UNIVERSITY PLACE

- Projected attendance: 100,000 visitors annually
- 2015 Memberships: 1000 + households

BUILDING ON SUCCESS

Launch Pad I - 2014
Launch Pad II - 2015

CHAPEL HILL • CARRBORO

KIDZU CHILDREN’S MUSEUM
NEW LAUNCH PAD
COMING TO UNIVERSITY MALL THIS WINTER
*WITH YOUR HELP
2015 HIGHLIGHTS

We Built a Museum!
Opening date April 11, 2015

We Won Awards!
Silver, Best Museum
Gold, Best Place to Host a Birthday Party

“We love Kidzu! Our daughter, now a preschooler, asks to come here almost every week. It was nice even when it was in a tiny space in the mall, but now that it's in a bigger area, it's so much better. There are multiple stations for kids to explore, including craft areas, science areas, and many different imagination areas.”
— TripAdvisor Reviewer

We Got Awesome Reviews!

“I went with my cousins because it was a rainy day and once we entered they did not want to leave. There are tons of activities for children to do and lots of imaginative play. It was clean and had a lovely staff.”
— Yelp Reviewer
• Approximately 240,000 children aged 0-10 years currently live in the 5-county area of Orange, Durham, Chatham, Alamance and Wake counties.

• Of these, more than half (135,000) reside within 25 miles of Downtown Carrboro.

• In the next 10 years, the number of 0-10 year olds living in our 5-county region is projected to increase by 60% to more than 383,000.

• The Disappearance of Play

• 21st Century Skills for Adult Success

• Support for the Fundamental Cognitive Skills and Nurturing of the “whole child”

• Shrinking the achievement and opportunity gaps for disadvantaged children and families

• Providing excellence in Early Learning

• Addressing “nature deficit disorder” through connecting children with nature and the outdoors

• Support to Caregivers and Educators providing rich opportunities for shared learning and engagement

ADDRESSING THE NEEDS

KIDsZU
CHAPEL HILL • CARRBORO
CHILDREN’S MUSEUM
COMMUNITY CENTERED APPROACH
A shared requirement for excellence

PEOPLE
Team + Community Members dedication to sharing diverse talents, knowledge, stories, traditions, cultures + creativity

PARTNERS
Community/regional academic, cultural, social service + other institutions as collaborative advisors

PURPOSE + PRACTICE
FOR LIFELONG LEARNING
Serving educational needs, celebrating voices, viewpoints, ideas, creative works + aspirations

PROCESS
Ongoing collaborative processes with children, families, educators, and the other members of our unique partnerships

PLACE
Content reflecting local history, stories, cultures, traditions, natural + built environments

PRODUCTS
Natural materials + creative products of community + region
The Front Yard: Kidzu's Outdoor Learning Garden and an indoor beehive dramatic play exhibit will open late Spring 2016. Both are sponsored in part by Burt's Bees Greater Good Foundation. The learning garden will address the important role pollinators play in the health of our environment and feature a wide variety of pollinator-friendly plants native to North Carolina. The garden will be accessible to the public as well as to museum visitors, allowing Kidzu greater ability to impact the well-being of our local population. In addition to being a beautiful and safe destination for local families, this learning garden will become the location for many of our existing and planned programs.
UNC Programs in the Humanities master, Rachel Jones Schaevitz, working with a visitor in the Makery on how colors affect our moods.

Chapel Hill artist Gordon Jameson working with children on a collaborative piece of art, later displayed at FRANK Art Gallery.

Forging with local metalworker Jim Adams.

Painting with Local Abstract Expressionist Sandra Elliott.

Chapel Hill Quest Martial Art Ninja Master teaching children the art of sword fighting in the exhibits.

Assemblage with local mosaic artist Jeannette Brossart.
KIDZU STATISTICS

- 8,400 Facility SF
- 4,500 Exhibits SF
- 2,000 Outdoor SF
- 9 FT Staff
- 23 PT Staff (6.5 FTEs)
- 70 volunteers/interns
- Annual Attendance: 70,000
- School Attendance: 2530
- Memberships: 1035
Park your ideas here.

- More space to camp.
- I think the new kids should be a ropes course.
- A section for media.
- School older sitting on the net board.
I imagine...

The new Kidzu

has a great park!

The new Kidzu
to be a community destination

The new Kidzu
has an aquarium

The new Kidzu
has BIG windows

The new Kidzu
lots of sunshine

The new Kidzu
Petting Zoo

Por favor adultos, escribe lo que quieres ver, hacer o aprender en el nuevo Kidzu. Incluya cualquier cosa que desee compartir.

This one is so small
compared to other children's
museums in Paris--
Richard--
leave craft area open
so can use it any time.

I love how this one is much smaller!
Kidzu's Community Impact

**Inside Our Walls**
- Kidzu serves 70,000 visitors annually
- Kidzu hosts monthly no-cost Open Access Sundays
- Kidzu provides daily programs at no cost with museum admission
- Early opening for kids with medical issues (compromised immune systems)

**Did You Know?**
- Free memberships for social service agencies

**Beyond Our Walls**
- Kidzu serves more than 4,000 kids through community events
- Kidzu brings STEM learning to schools and community centers
- Kidzu collaborates with 100+ academic & community partners

**Multilingual programs and resources**
- Open late for Adaptive Playdates
Kidzu hopes to move and expand with the help of the Town of Chapel Hill

With a letter of intent in hand from the Chapel Hill Town Council, Kidzu Children's Museum has been busy moving forward with plans for relocating to a new location near Southern Village. Since June, they have sought community feedback and consulted with design and architecture groups.

Kidzu, Chapel Hill Exploring Possibility of New Facility in Southern Village

Kidzu Children's Museum has seen continuing growth through several locations over the 12 years it has operated in Chapel Hill. Now, the operation is looking to expand on town-owned property in Southern Village.
THREE COMPLIMENTARY ORGANIZATIONS WITH INDIVIDUAL EXPERTISE,

Kidzu Children’s Museum
Inspiring children and the adults in their lives to learn through creative play.

Orange County Library
We empower people by providing a place and a face to explore, enjoy, and engage.

The ArtsCenter
To educate and inspire artistic creativity to enrich the lives of people of all ages

ONE SYNERGISTIC, COLLECTIVE MISSION.

A COMMUNITY HUB THAT SERVES, REFLECTS AND CELEBRATES OUR COMMUNITY OF LIFELONG LEARNERS.
Kidzu Children's Museum:
A museum for the 21st century
A MUSEUM FOR THE 21st CENTURY
- A MUSEUM FOR ALL

Our Mission:
With focus on STEM, the arts, health + wellness and emerging literacy, Kidzu inspires children and the adults in their lives to learn through creative and purposeful play.

Our Vision:
To be an innovator in informal learning and a model of excellence as a “community-centered” children’s museum - that is to serve, celebrate and reflect the uniqueness of our region through developmentally appropriate exhibits and programs for children and the adults who care for them.

Core Values:
creativity, collaboration, community, sustainability, play as lifelong learning, research + best practices
Imagine...
The new Kidzu Children’s Museum
LISTENING SESSIONS
Saturday, July 21 9–11:00 a.m.
Wednesday, July 25 6–8:00 p.m.
Sunday, August 5 12–2:00 p.m.
RSVP online
www.kidzuchildrensmuseum.org
It's time...

Since opening our doors in March of 2006, Kidzu's goal has always been to develop a permanent right-sized museum to best serve the children and families of our growing community.

It's time...

Welcome! We'd like to get to know you.

I like...

I come here with...

I am a...

What's important to you?

Quotes by Fred Rogers

I love and want more of...

Imagine...

Share yours.

Find out more.

at the new Kidzu Children's Museum.

-aged

at the new Kidzu Children's Museum.

aged
Imagine...

What IS a RIGHT-SIZED museum anyway?

- Is it directly proportional to the size of your community? (museum community vs. wider community?)
- Is it directly proportional to your budget (feasibility studies vs business plan)
- Is it directly proportional to your collection, learning framework or building program?
**BIOGRAPHIES**

John Felton, AIA, NCARB  
Senior Principal | Director of Design  
Cline Design

John has over 32 years of experience including 24 years with Cline Design Associates. John has a passion for designing places that bring people together and build a sense of community. As Director of Design, John Felton plays a central role in the design of many of the firm’s mixed-use, residential, retail and urban design projects. He works with clients at the earliest stages of design, determining visions and goals for architectural character, and maintains an active role overseeing and directing the design team in order to ensure integrity of design throughout each phase of the process.

Brad Burns, AIA, LEED AP BD+C  
Associate | Design Director  
Gensler

Brad is interested in how architecture can improve our cities and how the profession can engage communities in meaningful ways. In 17 years of practice, Brad has provided leadership for academic, cultural, government, commercial and residential clients, with a focus on design excellence and technical rigor. As a design director at Gensler, he establishes projects’ creative foundations based on the strategic goals of his clients and ensures overall design quality through all phases of design and construction. Prior to joining Gensler, Brad worked in New York City for ten years where he gained a breadth of experience in design, management and technical responsibility for projects ranging in use, complexity and scale while always maintaining a high standard of design.

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**ENGAGE: THE FUTURE OF MUSEUMS**

interim findings from roundtable discussions on audience engagement and the role of the museum in the community

**Museums in a Digital Age: One Size Does Not Fit All**

By Marina Bianchi

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**MUSEUMS and HERITAGE SHOW**

www.museumsandheritage.com

NEVER MIND THE WIDTH FEEL THE QUALITY

May 2005
“Children’s museums are built from the inside out, where as most buildings are built from the outside in.”

-- Roselia Harvey
North Star Advisors

EXPERIENTIAL LEARNING
Imagine...
The new Kidzu Children’s Museum
if the shoe fits wear it, if it doesn't go barefoot...

Thank you!