Overviews

- Children's Museum of Tacoma, WA, Communications Manager Rolfe Bautista
- Cayton Children's Museum in CA, CEO Jessica Aronoff
- Madison Children's Museum, WI, Director of Marketing & Communications Jonathan Zarov and Director of Visitor Services Lily Hoyer-Winfield
- Little John’s Kitchens, owner Chef Dave Heide

Panel Discussion

Q&A

Evaluations
• Budget — Pre vs. Post Pay As You Will
  • 2011 Paid Admission
    • $80,000
  • 2012 First Year of Pay As You Will
    • $175,000 (118%)
    • 2023: 290,000
• Membership
  • 2011: 306
  • 2012: 1,131 (269%)
• Attendance
  • 2011, 37,000; 2012, 61,000; 2022, 96,000
About the Cayton:

- Location: Santa Monica (Los Angeles County), California
- Annual budget: ~$6 million
- Opened: Jul 2019 (previously the Zimmer Children’s Museum)
- Pandemic shutdown: Mar 2020–Jul 2021 (17 months)
- Pay-As-You-Wish (for LA County residents): Aug 2021–Oct 2022

Non-Member Attendance / Revenue from Admissions (monthly average):

- Pre-Pandemic*: 8,627 / $109,000
- During PAYW**: 8,780 / $39,000
- Current**: 8,089 / $112,000

*Open 7 days a week
**Open 5 days a week
Madison, Wisconsin

Budget
~ $3.2 million

Attendance
~ 200,000 visitors annually

Membership
~ 6,000 member families
• Pay-what-you-can meals and snacks consumed each month: 1,450

• Average amount paid by a family for their meal: $6.63

• Number of pay-what-you-can cafes in US museums: 1
Before Times

SPARKLER

FAST • FRESH • DELICIOUS
Cafe Revenue Old & New

$20K

$73K
Lunchbox FY 22-23 Revenue & Expenses

Revenue:
- Donations
- Government & Foundation Grants
- Cafe Transactions

Expenses:
- Food & Composting
“The new cafe is outstanding. I have three kids and we're on a very tight budget. The new cafe allowed me to get them a light snack for a reasonable price. And I was really grateful that I didn't have to carry four waters and four snacks around all morning in many handbag.”
Chef Dave Heide
Owner, Little John's Kitchen
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Impact/Profitability Matrix

- **High Mission Impact, Low Profitability**
- **High Mission Impact, High Profitability**
- **Low Mission Impact, Low Profitability**
- **Low Mission Impact, High Profitability**
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Thank you!