

## 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 children's museum**

Madison, Wisconsin

### **Budget**

~ \$3.2 million

### **Attendance**

~ 200,000 visitors annually

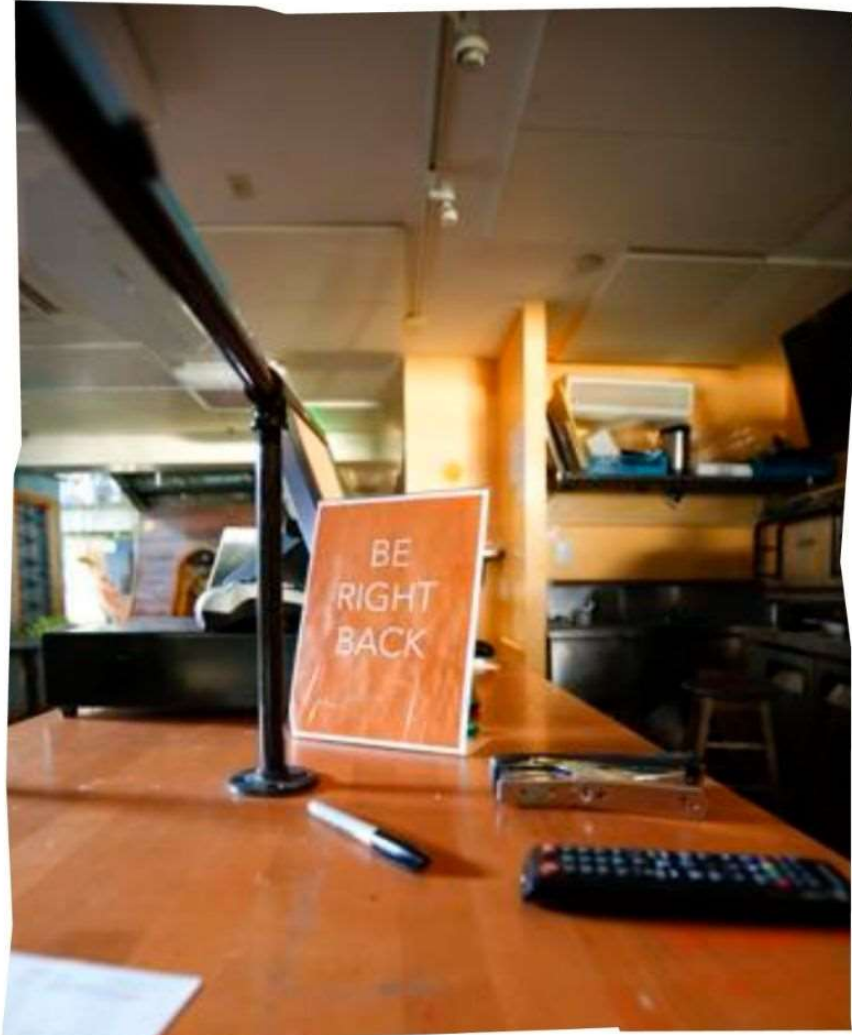
### **Membership**

~ 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



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FAST • FRESH • DELICIOUS



2022-Present



## Cafe Revenue Old & New



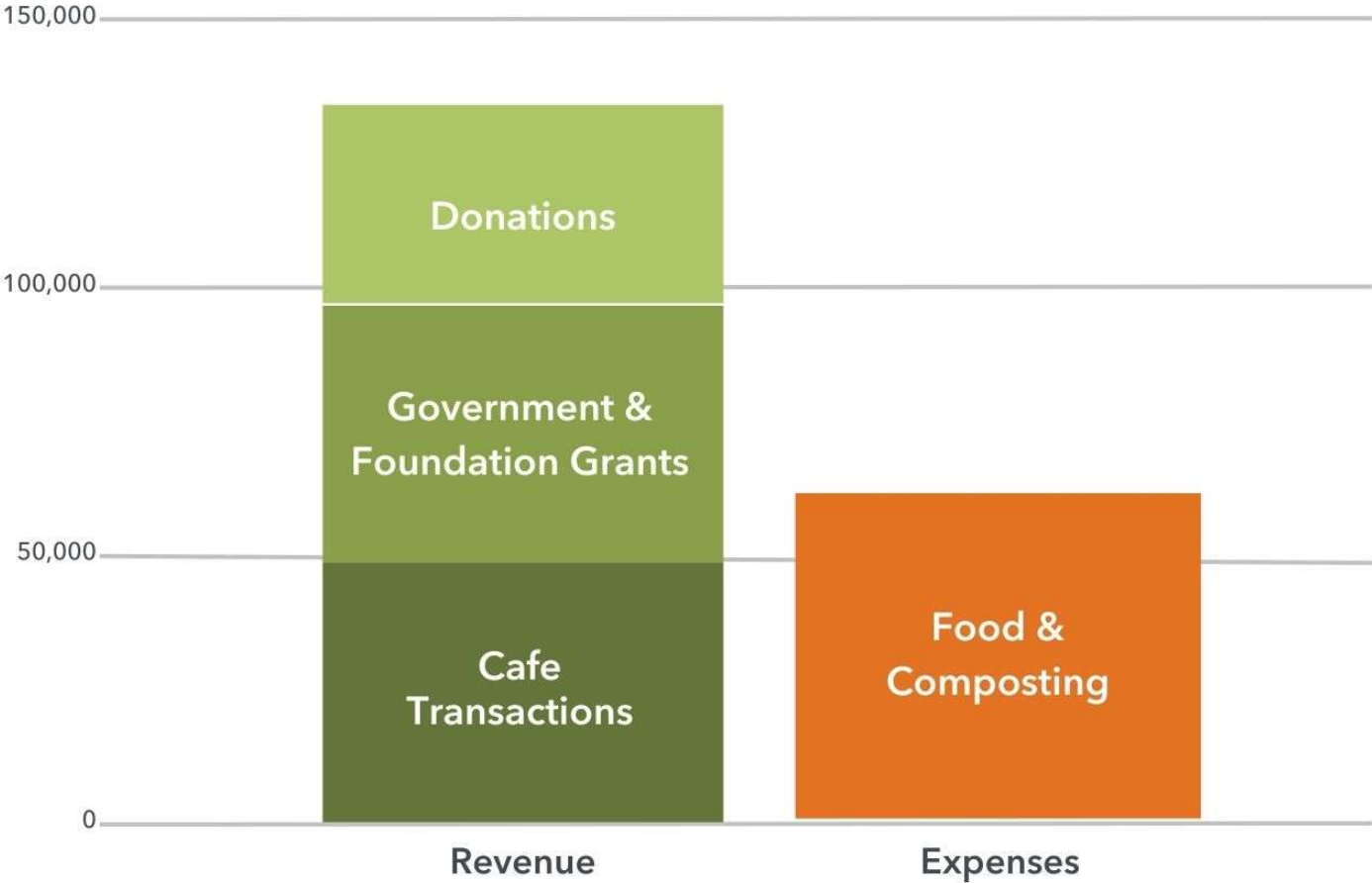
\$20K



\$73K



# Lunchbox FY 22-23 Revenue & Expenses



“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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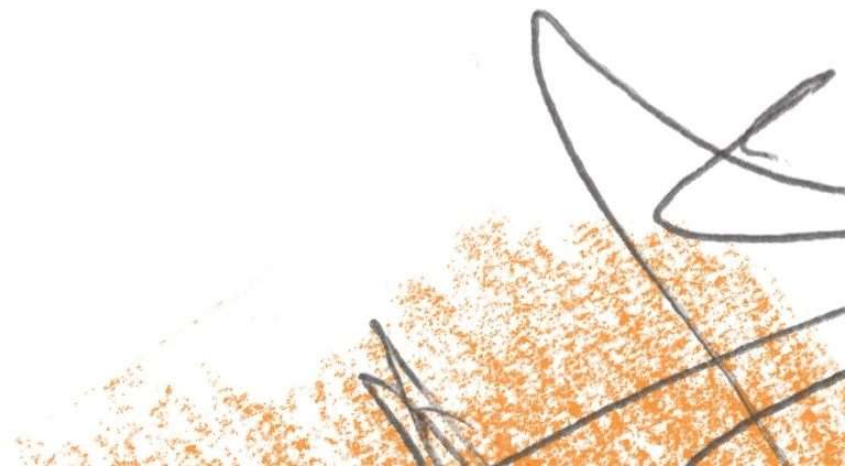


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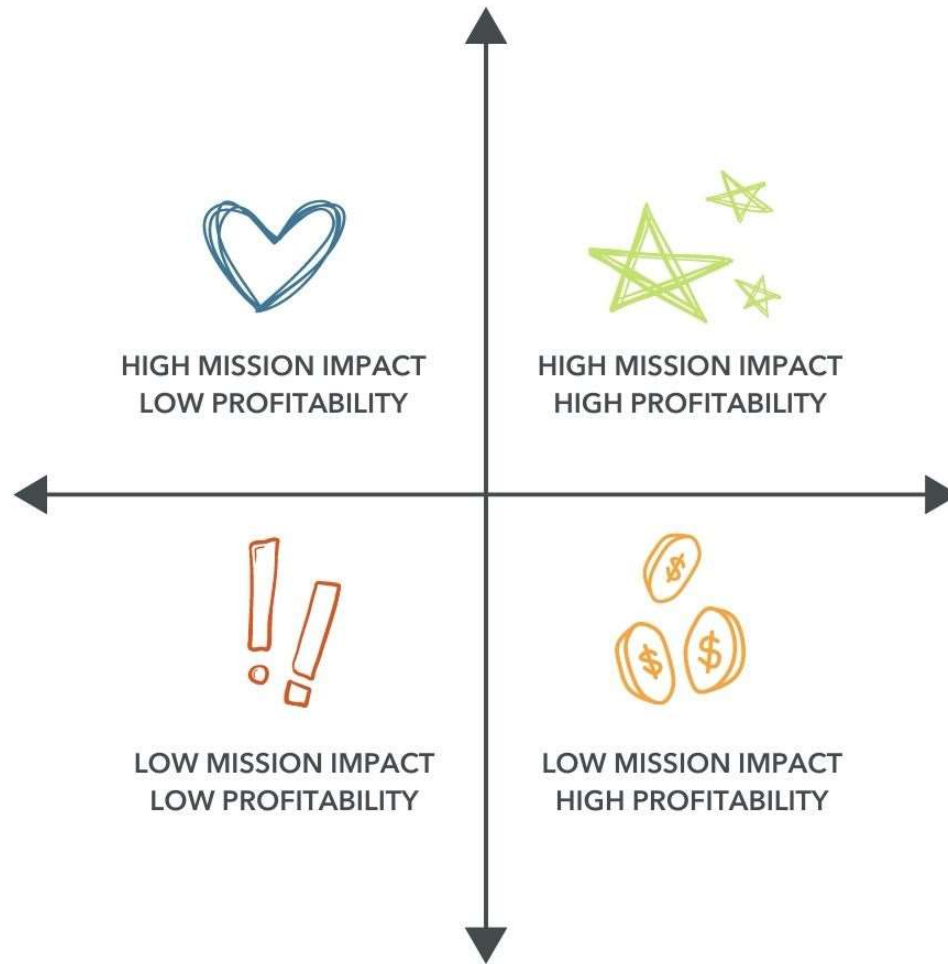
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# Impact/Profitability Matrix



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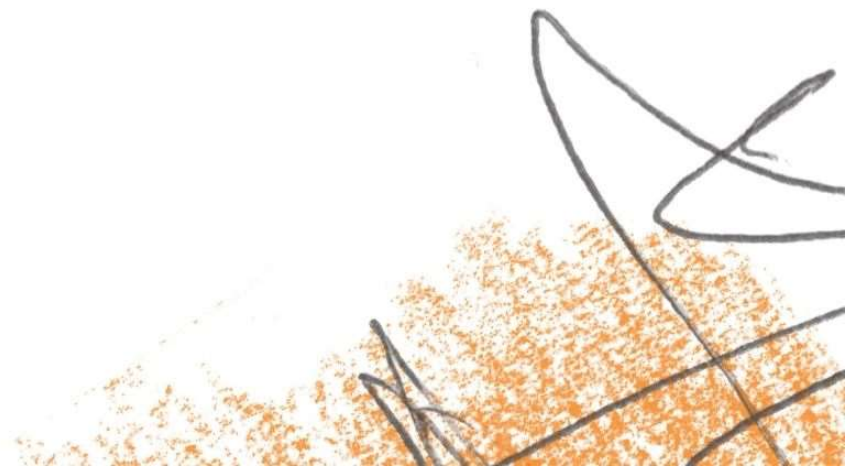


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**Thank you!**

