



## Chicago's #1 Children's Museum!



### Our Mission

The mission of Chicago Children's Museum is to create a community where play and learning connect.

### CCM Annual Facts

- Over 750,000 served, including:
  - 5,000 member families and over 70,000 member visits
  - 290,000+ visitors to *Kids on the Fly* and *Play it Safe* at O'Hare International Airport
- 2nd most-visited U.S. children's museum (Source: Association of Children's Museums)
- 5th largest museum in Chicago in visitor attendance (Source: Crain's Chicago Business, 2008)
- Annual budget: \$6,200,000
- Revenue: 50% contributed, 50% earned
- 57,000 sq. ft. of innovative, hands-on exhibits and programs reinforcing educational concepts in literacy, science, math, visual and performing arts, and health
- Anchor tenant at Navy Pier—Chicago's #1 tourist attraction with more than 8.6 million visitors per year

### Our History

**1982:** Responding to program cutbacks in Chicago public schools, the Junior League of Chicago, in partnership with Columbia College, Loyola University and the Education Resource Center, founded Express-Ways Children's Museum at the Chicago Public Library.

**1986:** Express-Ways moves to Lincoln Park.

**1989:** Museum moves to North Pier.

**1991:** Name changes to Chicago Children's Museum.

**1995:** CCM moves to Navy Pier.

**2007:** Chicago Children's Museum celebrates 25 years of providing playful learning opportunities to kids through age ten and their families.

### Our Supporters

With the generous support of family members, individual contributors, corporations, foundations, and government agencies, CCM offers a dynamic early learning environment, an essential resource for Chicago's children and families.

### \*Families Value CCM

The average family visits **5** times per year.

**52%** of families are influenced to visit by their children.

**91%** of visitors plan to return within the next 12 months.

Families spend an average of **3** hours at CCM.



### \*Our Visitors

**At Navy Pier specifically to visit CCM = 59%**

**Average Group Size = 4**

**Average Age of Children = 6 years**

**Average # of Children = 2**

**Accompanying Adults = 98%** parents, stepparents, grandparents, or other family members

**Average Age of Adults = 40 years**

**Education = 37%** college graduates;  
40% with graduate degrees

**Visitorship = 35%** from Chicago proper;  
32% from Chicago metro and other Illinois cities/towns; 34% from out of state

**Visitor Demographics = 46%** Caucasian;  
22% African-American; 13% Latino; 10% mixed race; 8% Asian/Pacific Islander; 1% Native American

**\*Source: FY08 Chicago Children's Museum  
Visitor Surveys**

### Facts at a Glance

**Address:** 700 East Grand Avenue at Navy Pier  
Chicago, Illinois 60611

**Hours:** Daily: 10am–5pm

Thursday evenings: 5–8pm

Closed Thanksgiving and Christmas Day

**Admission:** \$10 per person, \$9 for seniors, free for museum members and children under age one

Kraft Free Family Night, Thursdays, 5-8pm: free admission for everyone

Target Free First Sundays: free admission for ages 15 and under the first Sunday of every month

**Exhibits:** Some of CCM's most popular exhibits include: **Dinosaur Expedition**, where kids can dig for dinosaur bones in an authentic excavation pit; **WaterWays**, an interactive system of pulleys, pumps, and pipes showcasing the wonders of water; **Kids Town**, an early-learning exhibit featuring a real CTA bus, mini-grocery store and kid-sized cityscape; daily family art workshops in the **Kraft Artabounds Studio**; **Play It Safe**, a realistic firehouse and fire truck that invites families to learn about fire safety through play; and **Skyline**, a National Science Foundation-funded exhibit that explores the science, engineering, art, and technology that keep Chicago's tallest buildings standing.

**For more information, please call (312) 527-1000 or visit [www.chicagochildrensmuseum.org](http://www.chicagochildrensmuseum.org).**