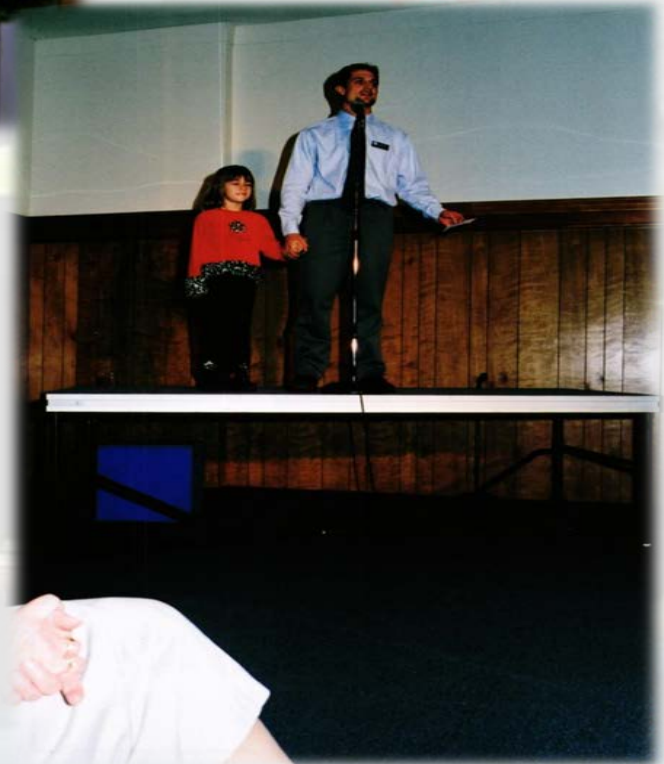


“Play is often talked about as if it were a relief from learning. But for children, play is serious learning. Play is really the work of







ASSOCIATION OF
**CHILDREN'S
MUSEUMS**

Started in 1962, the Association of Children's Museums (ACM) is the world's foremost professional member service organization for the children's museum field. With more than 400 members in 48 states and 20 countries, we leverage the collective knowledge of children's museums through

Children's Museums of Wisconsin

We are in a state of PLAY!

**PLAY is serious learning
and serious business!**

Employs **190** people in our
community (110.5 FTE's)

Spends **\$3,024,776** annually on
goods and services

Serve **more than 70,500** children
and **1,149** schools during field trips

Serves **731,166** visitors annually

Partners with **258** non-profits, youth
organizations, universities, and libraries

Wisconsin has the
most children's
museums per capita
in the United States.*

*Source: travelwisconsin.com

"PLAY is often talked about as
if it were a relief from serious
learning. But for children PLAY
is serious learning. PLAY is
really the work of childhood."

~Mr. Rogers



- Above & Beyond Children's Museum - Sheboygan
- Betty Brinn Children's Museum - Milwaukee
- Central WI Children's Museum - Stevens Point
- Children's Museum of Eau Claire
- Children's Museum of Fond Du Lac
- Children's Museum of Green Bay
- Children's Museum of La Crosse
- Madison Children's Museum
- Northwoods Children's Museum - Eagle River
- Building for Kids Children's Museum - Appleton
- Huey's Hideaway Children's Museum - Medford
- Wausau Children's Museum



**Fine + Gross
Motor Skills**

**Emotional
Control**



**Social Skills +
Empathy**

PLAY IS SERIOUS **LEARNING** + SERIOUS BUSINESS!

**Family
Engagement**



**Cognitive
Development**



**Academic
Success**



704,294

TOTAL VISITORS SERVED SINCE OPENING

\$9,300,000

INVESTED IN THE COMMUNITY SINCE 2004

\$250,000

SPENT ANNUALLY ON LOCAL GOODS AND SERVICES

PLAY IS SERIOUS LEARNING + SERIOUS **BUSINESS!**

79%

VISITORS RESIDE IN EAU CLAIRE, CHIPPEWA, AND DUNN COUNTY

9.25

FULL TIME EQUIVALENT JOBS CREATED

42 + 43

WISCONSIN COUNTIES + US STATES SERVED IN 2016

A photograph of the Children's Museum of Pittsburgh building, a modern structure with a white and grey facade. The building's logo, featuring a stylized hand and the text "Children's Museum of Pittsburgh", is visible on the white section. The image is semi-transparent, serving as a background for the text.

Play for All Program

Additional Comments

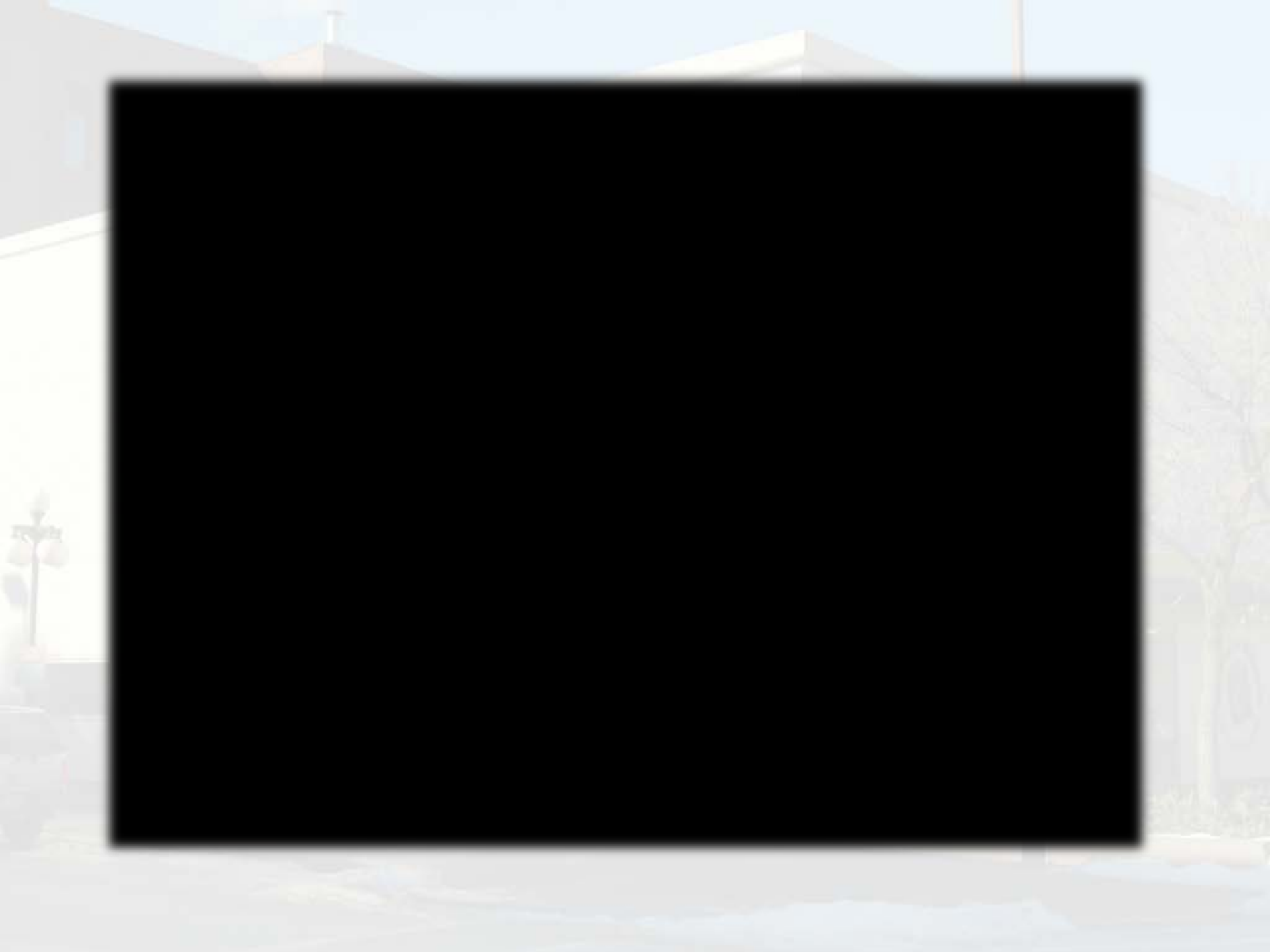
Thank you so much for offering scholarship programs! My family is extremely low-income, but we've been able to be members here for years - We have 3 children who are 9, 6 & 3 - They are (the 6 & 9 yo) both in gifted programs @ school & in the top 97% on National Assessments - I truly feel that their success is due to the foundations they have acquired HERE.

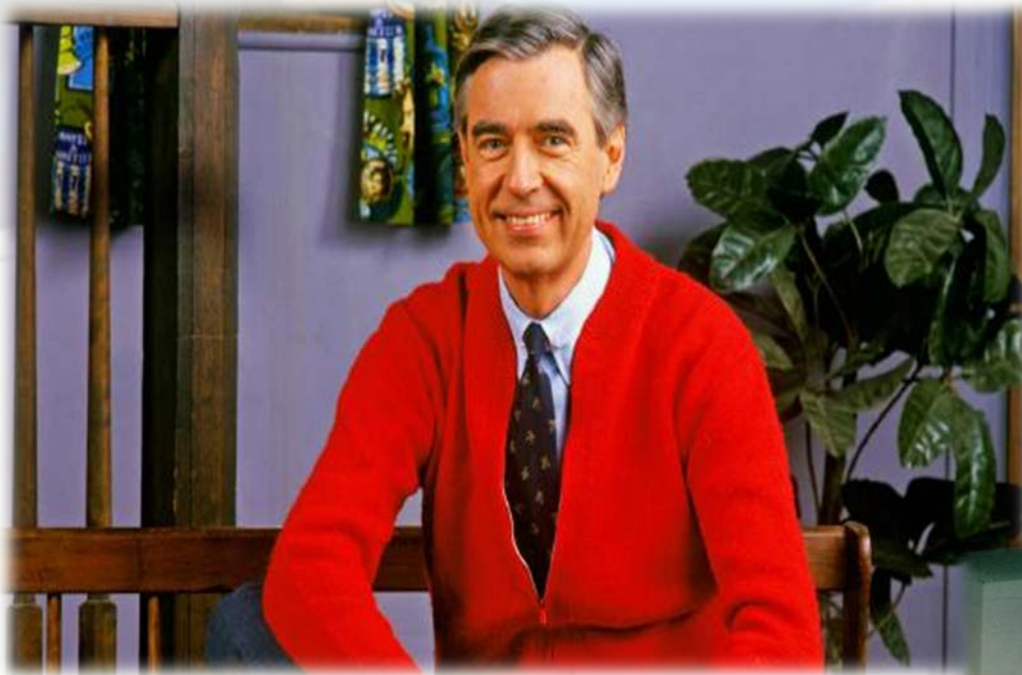
Would you like the Executive Director to contact you about your comment? Yes No

If yes, Your Name _____

Your Phone Number (____) _____

Thank You
Thanks!





**Thank you for listening
and for the work you do
across our state on
behalf of children and
families!**

