

Small and Mid Market Survival Guide



**Children's
Museum**
OF RICHMOND

**A Quick
Case Study**

CMoR Situation

- One million people in SMSA
- Shared parking lot with Science Museum of Virginia next door
- Opened at location in 2000
- Attendance dropped significantly after opening splash and start of recession in 2001
- Downtown location with declining family population and fast growing outer suburbs



Children's Museum of Richmond

2004

- Attendance = 186,096
- Admission and Membership revenue = \$643,264
- Contributions = \$791,822
- Expenses = \$2,076,551

2008

- Attendance = 230,501 **(+23%)**
- Admission and Membership revenue = \$859,331 **(+25%)**
- Contributions = \$1,240,314 **(+56%)**
- Expenses = \$2,362,465 **(+14%)**



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What CMoR Did



Get Clear about who we are and who we serve

Align our staff, board, programs, events and exhibits to match our focus



Tell Everyone what we are doing and why it is critical



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Getting Clear



Children 8 and Under



We Encourage Pretend Play



We incorporate Art and Literacy into everything we do



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Aligning to Who We Are

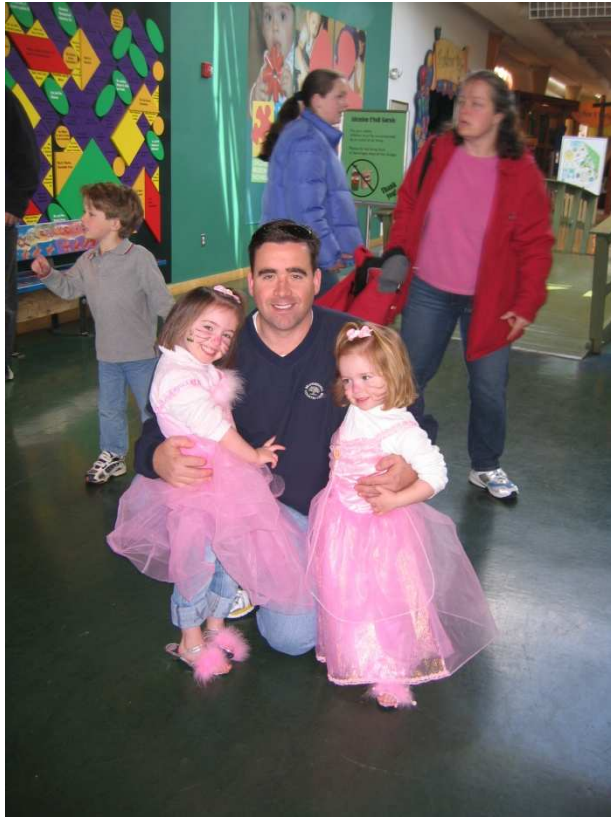


Seymour (CMoR) the Dinosaur allows the museum to be everywhere with our audience.



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Aligning to Who We Are: Events



Created a **Full Calendar of Events** to appeal to our diverse community and give us something to talk about all the time:

- Super Stars of Summer
- Comcast 'Toon Day
- Halloween Hoopla
- Holiday Village – Legendary Santa
- Carniball
- Black History Month
- National Reading Month
- Birthday Bash
- Pirates and Princess Day



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Aligning to Who We Are



Removed exhibits designed for older children (9-12) and replaced with a Town Square designed to encourage pretend play.



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Tell Everyone



Be Genuinely
Excited About
Direction

<http://www.richmondchic.com/index.php/parenting/article/the-childrens-museum-new-improved/559>

Testimonials
of Others

**Deliver
what you
say you
are going
to deliver!**

Ad Campaign

<http://www.youtube.com/watch?v=psDiFumORzY&feature=related>

Key
Influentials

Strategic PR



heart gallery
ad.mpg



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Keys To Success

- Marketing and Education Work Together for Events, Exhibits and Programs



- Everyone is a Development Officer



- Small means nimble and flexible – which is good!



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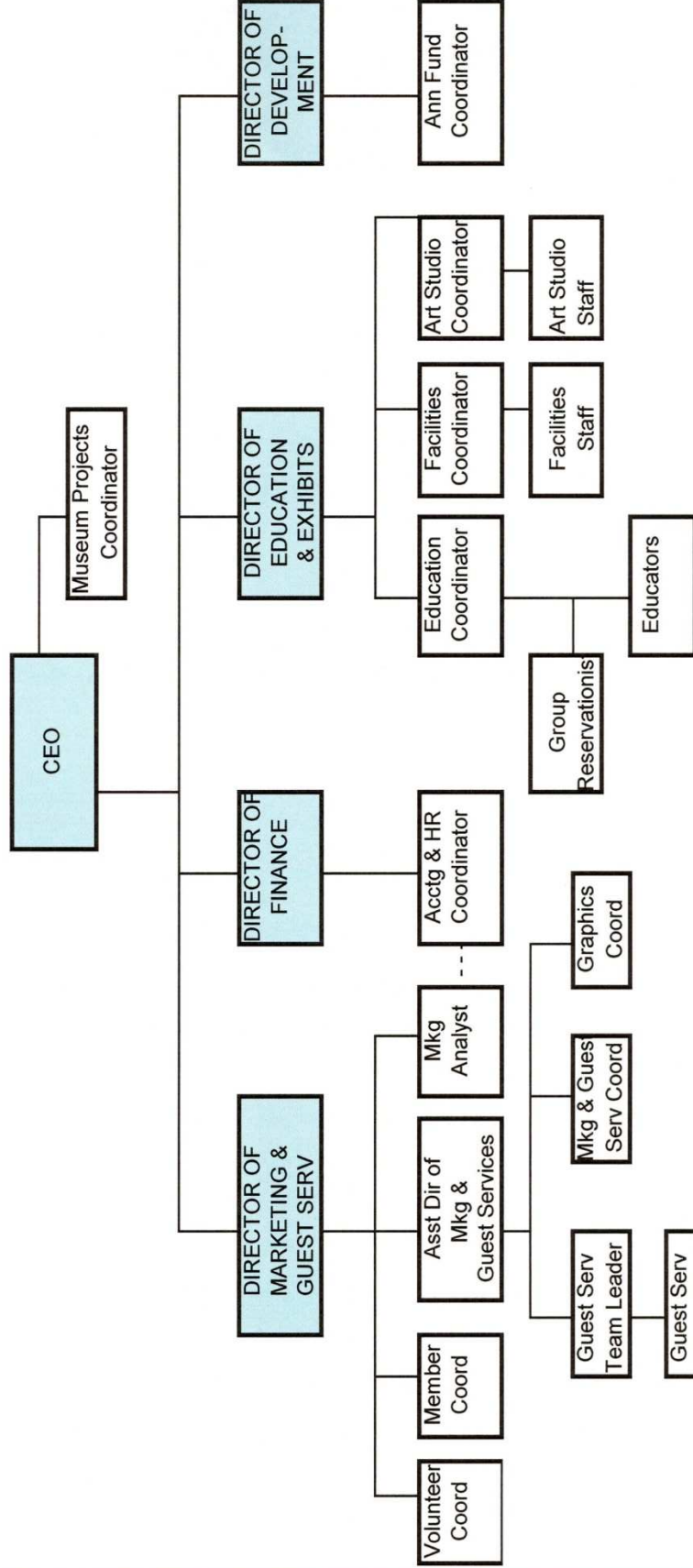
What's next?



- Linking *Benefits of Play* to CMoR brand
- Seeking accreditation
- Developing additional earned income opportunities to secure operating revenue
- Reaching more children through evaluation of satellite location/s and better use of current building



CHILDREN' MUSEUM OF RICHMOND ORGANIZATION CHART



Management Team