

Emerging Museums Pre-Conference
How Do *You* Operate A Children's Museum

Title: How Do *You* Operate A Children's Museum: The questions you need to ask in order to be successful.

Type: Panel Session

Supplementary Material: Outline Handouts

Presenters: *Ronald A. Street*, Principal, NorthStar Museums
Laura Foster, Executive Director, Please Touch Museum
Julie van Blarcom, Executive Director, Delaware Children's Museum

Panel Discussion:

- *The Business Plan:*
 - Capital vs. Operating Costs: The Questions You Need to Ask
 - Defining your market:
 - Who is the main audience?
 - Age Group
 - Adult Policy
 - Economic Factor
 - School Groups
 - Average % Served
 - Do you really need all the glitz?
 - Economic Factor
 - Location
 - What can you afford/maintain to afford:
 - Staff:
 - Volunteers
 - Paid employees
 - Exhibits:
 - Cost to build/buy/maintain
 - History/experience defining
 - Technology: Low/High
 - Food Service/Retail:
 - Should your museum run it?
 - Should you hire outside business to run it?
 - Is it necessary?
 - Museum Access:
 - Location
 - Parking
 - Public Transportation
 - Events/Parties
 - Will your museum have event/party areas/packages?

Questions & Answers Session:

- *15 minutes at end of panel session*