



Kid Approved PotashCorp Children's Museum Capital Campaign

Frequently Asked Questions

WHEN WILL THE NEW MUSEUM OPEN?

We will get possession of the Mendel building when the civic art gallery moves into the new Remai Modern facility. The Remai Modern expects to be out of the Mendel Building in September 2017, and following that, we will need 4-5 months for asbestos remediation and 9-12 months for renovations and the installation of our exhibits. We expect that the new children's museum in the Mendel will open to the public in early 2019.

WHAT IS HAPPENING TO THE CONSERVATORY? WILL THE LOBBY STILL BE OPEN TO THE PUBLIC AND WILL THE COFFEE SHOP STAY OPEN?

The Conservatory will stay open and will be operated by the City of Saskatoon. The City is exploring options for renovating and/or expanding the Conservatory. The lobby will remain open to the public and a coffee shop and gift shop are planned for the Museum. The operator of the coffee shop and gift shop are not yet determined.

WILL THERE BE AN ADMISSION?

Admission rates have not yet been finalized, however, the daily admission rates are expected to be approximately \$7.00 per person (free for children under one). These rates are consistent with the rates charged by other similar children's museums and are reasonable when compared to admission rates at other facilities within Saskatoon. We also plan to expand our funded access programs in the new facility. These programs allow us to provide regular free admission days, and to bring in disadvantaged groups with free or subsidized transportation and admission, implementing our core value of Bringing People Together, regardless of their financial situation.

WHO'S BUILDING THE NEW MUSEUM?

We are currently hard at work with **Argyle Design** from Brooklyn, NY, a firm that specializes in building children's museum exhibits with input from the community. Also on the team are **Strata Development**, whose impressive portfolio illustrates a new legacy of work in design and construction management for their projects, and **Kindrachuk Agrey**, who are no strangers to the iconic Mendel building and its heritage, as their affair with the building started back in 2004 when selected to provide the design work on the expansion of the Mendel. Toews Consulting is providing project management for both the children's museum renovations and the City of Saskatoon upgrades to the Mendel Building. There may be opportunities for local firms to get involved in some of the non-specialized exhibit fabrication as well. There will also be some specialized exhibit items for which we will engage fabrication firms that are experienced in building children's museum exhibits.

WHY WAS ARGYLE DESIGN CHOSEN INSTEAD OF A LOCAL OR CANADIAN COMPANY?

The museum issued a formal Request for Proposals and received 14 proposals from international design firms, including three from Canada. Based on our RFP criteria, we evaluated the companies, narrowed the field down to a shortlist of three very strong candidates, and after interviews and follow up clarifications, we selected Argyle Design from Brooklyn, NY. Argyle Design specializes in the design of children's museums and has designed over 30 children's museums across North America to date. We've since been very happy with their skill at listening to our vision, their sensitive community engagement work, and capturing it all in the Master Museum Plan. We are continuing with Argyle Design for the detailed development of the exhibits.

WHAT ARE SOME OF THE EXHIBITS AND ACTIVITIES THAT WILL BE OFFERED?

Exhibits include areas for storytelling, climbing and playing, acting, inventing, creating, and discovering new things. Proposed exhibit names include: Northern Lights; The Gathering Place; Toon Town; Little Bridges; Boxes o' Fun; The Climber; Discovery Mine; and Create Space.

HOW HAS THE PUBLIC BEEN INVOLVED IN DEVELOPMENT OF THE DESIGN?

We held community engagement sessions, facilitated by Argyle Design, during the development of the Master Museum Plan in 2014/2015. We have been engaged in ongoing conversations with educators, new Canadians, aboriginal groups, performance arts groups, and those caring for special needs children, as well as with the general public. We intend to continue these community engagement conversations as the detailed design development progresses, and throughout the life of the new facility.

WILL YOU BE HONOURING THE MENDEL LEGACY? WILL YOU BE MAKING SIGNIFICANT CHANGES TO THE MENDEL, A HERITAGE BUILDING?

The building will still be called the Mendel Building. We are planning for new visible features on the exterior that show that the building has a new focus on kids, while still respecting the heritage and legacy of the building's architecture. Our plan also calls for additional windows facing the river. Renovations will be made to the interior but we will make every effort to maintain the heritage of the building. The current renovation plans have been endorsed by the City's Heritage Committee for respecting the legacy of the Mendel Building.

HOW MANY PEOPLE WILL ATTEND THE NEW MUSEUM?

We are budgeting, financially, for a conservative estimate of 60,000 visitors per year. Based on statistics from similar sized museums in similar sized cities, we will be planning to be able to accommodate as many as 150,000 visitors per year. In the last 12 months, we have over 18,000 visits to the current museum in Market Mall.

HOW WILL THE POTASHCORP CHILDREN'S MUSEUM COVER ITS OPERATIONAL COSTS?

The PotashCorp children's museum projects that the \$1.2 million/year operating costs will be funded by 50% earned revenue and 50% contributed revenue, from public and private sources. Annual funding from various public sources, such as SaskCulture and the City of Saskatoon, is estimated at \$300,000 per year. Earned sources of revenue include admissions, memberships, school groups, private functions, birthday parties, summer camps, fundraising events, and sublets. As part of the ongoing capital campaign discussions, several corporations have expressed strong interest in funding ongoing programming in addition to capital, in order to ensure financial stability. The Children's Discovery Museum is committed to ensuring our core value of Good Business is kept at the forefront to ensure success and sustainability.

WHAT EFFORTS HAVE BEEN MADE TO COORDINATE WITH THE SCIENCE CENTRE?

The PotashCorp children's museum has engaged in several preliminary conversations with the Saskatchewan Science Centre. There is a strong willingness amongst both organizations to work collaboratively on areas of shared interest – particularly in the promotion and delivery of learning opportunities for young children across the province. Some examples of collaboration discussed include stationing a Science Centre staff member at the new PotashCorp children's museum, hosting visiting exhibitions periodically, sharing exhibits between the two locations, collaborating on joint programming and outreach initiatives, collaborating on joint funding applications; and, providing reciprocal memberships. Conversations with the Science Centre will continue through the next two years of detailed exhibit design and program development.

WHAT HAS THE CITY OF SASKATOON CONTRIBUTED TO THIS PROJECT?

The City is committing to upgrade the Mendel building's mechanical and electrical systems before the PotashCorp children's museum moves in, as part of the ongoing Civic Building Comprehensive Maintenance program. In addition, the City is paying property tax on the building, leasing it below market cost, and entering a \$70,000/year programming agreement to align PotashCorp children's museum programming with the City's strategic programming priorities for the Kinsmen Park area. The City has also provided \$50,000 from the Community Support Grant Reserve to date and the PotashCorp children's museum anticipates receiving annual funding from the Cultural Grant Program when the new museum opens.

ARE OTHER LEVELS OF GOVERNMENT CONTRIBUTING TO THE CAPITAL PROJECT?

We have had conversations with both the Federal and Provincial government, and have submitted proposals to both governments. We are waiting to hear back on their decision.

IS CAPITAL REVENUE FUNDING YOUR CURRENT OPERATIONS IN MARKET MALL?

No, we are keeping finances separate. The funds raised through the capital campaign will go directly to capital costs including design, renovation/construction, exhibits and fundraising.

WILL THE CURRENT MUSEUM IN MARKET MALL STAY OPEN UNTIL THE NEW FACILITY IN THE MENDEL OPENS?

We will continue to operate the Market Mall facility as long as it makes sense to do so. We will very likely close the existing facility when the opening of the new facility is imminent. During the transition time, we would focus on outreach, staff development, program development, and final preparation of the new facility.

WHY DO YOU USE THE WORD MUSEUM IN YOUR NAME? ARE YOU A "REAL" MUSEUM?

Yes, in the sense that a museum is a place of learning, we are. We are just a different kind of museum where everything is hands-on and interactive, and visitors can explore the exhibits in their own way, and even become part of the exhibits.

WHO IS ON THE BOARD?

Board Members: Tammy Van Lambalgen (President), Darlene Brander, Greg Czarnecki, Lyndi Dyck, Dave Hunchak, Ryan Lejbak, Carla Loney-Tindall, Janet Postle, Joni Rynsburger-Rathwell, and Amanda Sawlor.

Staff: Executive Director: Amanda McReynolds Doran. Fund Development and Events Coordinator: Marlea Whitley. Manager: Anneka Richer.

FUNDRAISING

The Campaign Chair is Robin Chapman. Robin leads the team of Chapman Wealth Management Group with TD Wealth Private Investment Advice. She is excited and proud to be involved in the Kidapproved capital campaign and encourages others to support the building of a state-of-the-art children's museum in our province.

Honorary Chairs: Leslie and Irene Dubé.

Volunteer Leadership Committee: Erica Bird, Dave Hunchak, Jim Hutch, Mouna Karam, Carla Loney-Tindall, Lesley McGilp, Debbie Morozoff, Gene Ouellette, Janet Postle, Raj Randhawa, Ranga Ranganathan, Patricia Roe, Joni Rynsburger-Rathwell, Sean Sinclair, Christine Thille, Kristy Werner, and Campaign Chair Robin Chapman.

HOW MUCH MONEY DO YOU NEED TO RAISE?

Our goal for the capital campaign is \$15 million. This amount will cover the costs of renovating the Mendel building, designing, building, and installing exhibits, as well as a contingency fund that will allow the museum to care for existing exhibits and maintain the building.

HOW MUCH HAS BEEN RAISED TO DATE?

Approximately 60% of our \$15M goal has been raised. We continue to ask for support in the community. Several large donors have come forward with support and we are excited with the progress to date; however, we still have a significant amount left to reach our \$15M goal.

CAN I GIVE A GIFT OVER MULTIPLE YEARS? WHAT OPTIONS ARE AVAILABLE FOR PAYMENT?

Yes, the pledge period for gifts is up to 5 years. Payments can be customized to fit your circumstances with option including monthly or annually by cash, cheque, credit card, securities or gift-in-kind.

WHAT DOES POTASHCORP'S \$2.5M TITLE SPONSORSHIP MEAN?

PotashCorp's generous lead gift is transformative to our campaign. Not only because \$2.5M is a significant portion of our goal and will go a long way towards the creation of this new facility, but also because we are now among the many great community initiatives PotashCorp supports in Saskatchewan. We will be working with PotashCorp and marketing experts to settle on a final name and brand for the Children's Discovery Museum at our new facility.

HOW CAN I HELP WITH THE CAPITAL CAMPAIGN?

Here are some ideas:

- The best fundraising is peer-to-peer. Tell your friends and colleagues why you got behind the CDM's move to the Mendel, tell your personal story, share that you have given a gift, and ask them to support as well.
- Host a Milk & Cookies or Wine & Cheese fundraising party at the CDM for family, friends, or business associates.
- Speak to your church group, book club, neighbourhood association, kids' school, sports organization, etc. We would be happy to have someone from the CDM leadership team come and speak.
- Spread the word on social media or via email, and direct people to contribute at kidapproved.ca.
- If you need help setting up face-to-face meetings, please let us know. We are happy to come along!