

The Children's Museum of Indianapolis

CREATED IN 1925. MOVED TO CURRENT LOCATION IN 1946.

Economic Impact

for children, families, and the central Indiana community

As Indiana's No. 1 non-sports attraction, The Children's Museum is among the top assets of Indiana's recreation and tourism industries. Results of a 2011 study by Mark S. Rosentraub, Bruce and Joan Bickner Endowed Professor with the Department of Sports Management, School of Kinesiology, University of Michigan, reveal that The Children's Museum continues to increase its critical contribution to the region's economy.



Museum visitors help maintain the vibrancy of Central Indiana's leisure tourism sector and support tens of thousands of jobs for area residents.

The museum provided \$66.2 million worth of direct economic value to Central Indiana in 2011.

- Overnight visitors to the museum conservatively spend an additional \$23 million on meals and purchases.

- The majority of the museum's \$24.5 million in operating expenditures are purchased from local businesses and suppliers.
- The museum generates an estimated \$11.5 million in hotel spending by overnight visitors to Central Indiana.
- An overwhelming proportion of the museum's budget is spent in Central Indiana.

The museum is accessible to all.

- Through several annual free admission days, families from all economic backgrounds are able to visit the museum.
- The museum provides cost-reduced admission to all students from public, private, and home schools.
- The total value of these free and reduced admission programs was \$6.3 million in 2011.

The Children's Museum is a major cultural asset.

- As the world's largest children's museum, with 11 major galleries in a 472,900-square-foot facility, the museum enhances the reputation and image of Indianapolis worldwide.
- Visitors to the museum frequently visit other civic assets as part of their vacations in Indianapolis. The museum topped the list of activities that would attract tourists back to Indianapolis. Respondents listed visiting the Indianapolis Zoo, shopping at area malls, attending a concert, or visiting other local museums as the next most popular activities that would generate a return visit to Central Indiana.

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The Children’s Museum is an important component of Indiana’s tourist economy.

- Nearly 67 percent of all general admission museum visitors are from outside Central Indiana.
- The large proportion of tourists means higher levels of new spending in Central Indiana.
- The Children’s Museum collaborates with other tourist destinations in Indianapolis.

The Children’s Museum works closely with Visit Indy (formerly the Indianapolis Convention and Visitors Association) to promote travel to the city. Tourists often take advantage of travel packages combining the museum with other local cultural institutions and hotels.

The Children’s Museum helps build the tax base of Center Township and Indianapolis.

- The museum is an anchor for the surrounding neighborhood and provides critical assistance for revitalization efforts of community development corporations. Working with several nonprofit and for-profit partners, the museum is investing in beautification, housing improvements, and new home construction in the area, including oversight of the redevelopment of the former Winona Hospital site as greenspace and Illinois Place Apartments by The Whitsett Group, LLC.

Operations	\$24,394,243
Tourist Expenditures	\$41,731,719
TOTAL—with intangible value	\$66,125,692