



campaign for the **NEW** Hands On Children's Museum on East Bay

An Investment in Children, Families and Community

- Build a permanent home for the region's premier youth Museum which has outgrown its space 3 times in 10 years
- Invest in the whole child from the earliest years to build a foundation for future success in school, work & life
- Revitalize Olympia's East Bay waterfront by creating vibrant public spaces
- Create an exciting outdoor "Learning Landscape" – the first of its kind in the State!
- Stimulate tourism to increase economic activity, spending and job growth
- Provide entire families with access to the arts which build critical thinking skills, observation, and creativity
- Touch the lives of over half the youth in the region through school field trips, teen volunteer service and Museum outreach
- Enrich the lives of families for generations to come

Our Mission

The Hands On Children's Museum stimulates curiosity, creativity and learning through fun, interactive exhibits and programs for children, families & school groups.



Conceptual Drawing by Miller/Hull Partnership

Imagine... a vibrant, inviting destination centered around the new Hands On Children's Museum and a dynamic Public Plaza where people come together to enjoy Olympia's East Bay waterfront.

Creative Play = Success in School

Children's play has radically changed over the past 50 years. Time once filled with outdoor discovery and dramatic play is now spent with TV, electronic games, and structured activities. While playing pirate or princess may not seem important, this kind of imaginative play in the early years is essential in building *executive function* – a critical cognitive skill.



Well-developed executive function helps children resist impulsivity, control emotions and exercise self-control. Poor executive function is associated with high dropout rates, drug use and crime. In fact, executive function is a better indicator of success in school than IQ. That's why Hands On is such an essential resource in our community.

Project Description at a Glance

- **Landmark Destination:** Ideally located on Olympia's East Bay waterfront next to a beautiful new Public Plaza and Water Education Center
- **Focus on the Future:** 26,000 s.f. facility more than doubles our present space to accommodate projections of over 250,000 visitors annually
- **A Public/Private Partnership:** Funded by \$8M in Public Facilities District (PFD) funds, \$1M in City of Olympia funds, & \$9M in private/public contributions
- **Exciting Amenities:** Expanded exhibit galleries, specially-designed preschool classrooms, Museum cafe and ample visitor parking
- **Outdoor Learning:** 1/2 acre "Learning Landscape" featuring outdoor exhibits and gardens
- **Engaging Experiences:** Hands-on water play, inspiring art spaces, expanded Early Learning Gallery, and showcase for traveling exhibits
- **A Model of Sustainable Development**

"One of the things I like best about Hands On is that it's a learning experience, but kids actually want to come to the place where they learn."

– Coleman (Age 8) Museum Member

HOCM Capital Campaign Committee

HONORARY CHAIRS

First Gentleman Mike Gregoire
Former First Lady Mona Locke
Senator Karen Fraser
Representative Gary Alexander
Billy Frank Jr., *Nisqually Tribe*
Ron Rants, *Thurston Co. Roundtable*
Tony Angell, *Artist*

LEADERSHIP CHAIRS

Nancy and Ken Anderson
Rick and Pam Panowicz
John and Sally Warjone

COMMITTEE MEMBERS

Jodi & Wes Ashline
Scott & Renae Bond
Kimberly Ellwanger
Bill Jacobs
Daryl Jensen
Liz & Andy Kapust
Jamin May
Rick & Ellen Middleton
Mick Phillips & Marisa Wulff
Don Rhodes
Carla & Jay Rudd

HOCM Board of Directors

Brad Jurkovich, *President*
Nancy Anderson, *Past President*
Sam Armour, *President-Elect*
Gary Schneider, *V.P./Site Planning*
Christine Swanson,
V.P./Gov. Relations
Brent Dille, *Secretary*
Daryl Fournier, *Treasurer*
Carrie Bell
Brian Forth
Jamin May
Susan Meenk
Blake Murden
Drew Phillips
Rich Razgaitis
Vernon Stoner
Anne Wilson
Patty Belmonte, *HOCM Director*

East Bay Development Partners

City of Olympia
Hands On Children's Museum
LOTT Alliance
Port of Olympia



campaign for the **NEW**
Hands On Children's Museum on East Bay



Inspired Learning

The new Hands On will expand the Museum's nationally award-winning exhibits, add beautiful new art spaces, and emphasize interactive water-themed exhibits that educate visitors about our region's many water resources and foster a sense of environmental stewardship.

Reaching Beyond Our Walls

Hands On touches the lives of over half the youth in the region through school field trips, in-school visits, teen volunteer service opportunities and Museum outreach. We celebrate family by participating in and hosting community events such as *Sand in the City* which attracts an estimated 45,000 visitors each year to downtown Olympia. We partner with dozens of other non-profits to offer free literacy programs, parent education workshops, respite for caregivers, special programs for military families, and support programs for families in need. In all, the Museum serves over 25,000 families a year with Free & Reduced Admissions and Museum programs.

A Catalyst for Economic Activity

Hands On currently attracts over 150,000 visitors to the Museum and its *Sand in the City* event each year. This number is expected to swell to 200,000 during the first year in the Museum's new home on East Bay. Research shows that with more activities to enjoy, tourists will travel farther and stay longer – stimulating economic activity in the downtown, the community and the region. According to data from *Runyan & Associates Economic Impact Report*, the new Museum will attract thousands of new visitors, generate millions of dollars in tourism spending, and create dozens of new jobs.



Revitalizing Olympia's East Bay: *The new Hands On Children's Museum is the anchor project in a multi-million dollar waterfront revitalization for Olympia's East Bay. Plans include a beautiful Public Plaza for playing and gathering, a Water Education Center for the LOTT Alliance, mixed use development, and waterfront walking trails that connect the East Bay to the Farmers Market and Percival Landing.*

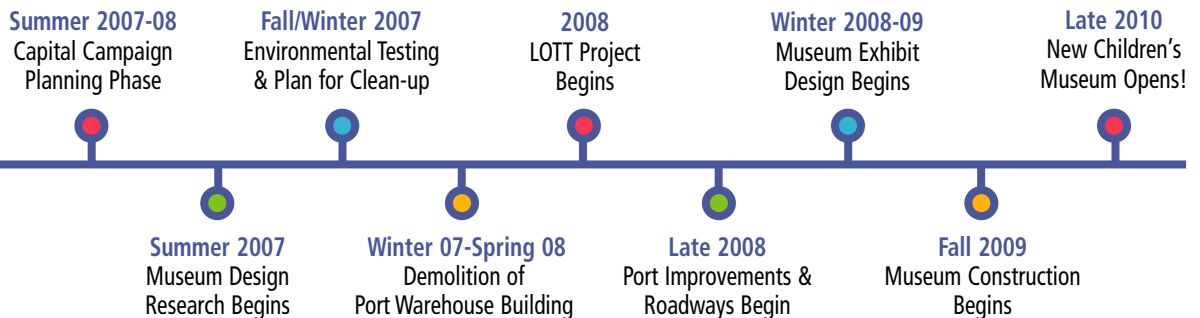
"HarborPlace, a Baltimore waterfront development and home of the Port Discovery Children's Museum, attracted more visitors than Disneyland in its first year of operation – even though the area was previously without amenities or tourism."

– Natl. Governor's Assoc. Center for Best Practices / Natl. Endowment for the Arts

Contribute to the Legacy

Help build a community treasure that benefits everyone in our community – regardless of income.

For more information, contact HOCM Executive Director Patty Belmonte at (360) 956-0818.



Proposed Project Timeline