Mission
To provide fun, play-based, interactive, hands-on learning experiences for children and their families.

Vision
To inspire children and their families to reach their full potential through discovery, creativity and learning.

Our Map to Children’s Museum 2.0

Discovery
- January - April 2020
- Original Strategic Mapping Process - DONE

Investigation
- January 2022 - July 2022
- Restart; Information Gathering & Market Study

Imagination
- August - December 2022
- Conceptual Drawing

Design
- January - June 2023
- Iterative Design Process

Planning
- January - June 2023
- Campaign (Feasibility), Financing, and Operations Planning

Campaign
- April 2023 - December 2025
- Fundraising & Rebranding

Construction
- January 2026 - Spring 2027
- Groundbreaking & Transitional Operations

Celebration
- Summer 2027
- Ribbon Cutting & Marketing

Strategic Map 2022 - 2027