

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 2014 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.

According to the study, the museum provided \$138.7 million in direct and indirect economic impact in central Indiana in 2014, representing an increase of \$8.2 million since the previous study was conducted in 2011.

- Overnight and day trip visitors to the museum spend \$58.4 million on meals and purchases.
- The museum generates an estimated \$36.5 million in hotel spending by overnight visitors to central Indiana.
- The majority of the museum's \$33.7 million in operating expenditures are purchased from local businesses and suppliers.

The museum is accessible to all.

- Through several annual free and reduced admission days and programs, 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 \$4.2 million in 2014.

The Children's Museum is a major cultural asset.

- As the world's largest children's museum, with 13 major galleries in a 815,700-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.

- 67 percent of the museum's paid general admission 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) and the Indiana Office of Tourism Development 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 also helps to build the tax base of Center Township and Indianapolis.

- The museum is an anchor for the surrounding neighborhood and has provided critical assistance for revitalization efforts of its neighborhood,

including working with community development corporations and other for-profit and nonprofit partners to invest in beautification, housing improvements, and new home construction in the area. These investments include redevelopment of the former Winona Hospital site as Illinois Place Apartments, a 50-unit apartment complex with adjoining public greenspace. The project is now complete and is managed by the Whitsett Group, LLC.

- The 2014 Economic Impact study also shows that the museum has contributed to enhanced property values in its surrounding neighborhoods when compared over an 10-year period (2005–2014) to four nearby Indianapolis neighborhoods that all rely on the same municipal services. During the period from 2005 to 2014, property values in neighborhoods surrounding the museum grew by an average of \$64,000, while values decreased in three comparison neighborhoods and increased only \$10,000 in the fourth.