



Bay Area Discovery Museum

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PUBLIC INFO
415/339-3900
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HOURS
Tues-Fri, 9am-4pm
Sat-Sun, 10am-5pm

ADMISSION
\$8 children (1-17)
\$10 adults
\$8 seniors (62+)
Free under 1 & members

NEWS

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Hi-res Images Available at

http://www.baykidsmuseum.org/about_us/for_journalists/

BAY AREA DISCOVERY MUSEUM ANNOUNCES AUDIENCE DEVELOPMENT PLANNING GRANT FROM MARIN COMMUNITY FOUNDATION

San Francisco, CA – The Bay Area Discovery Museum is pleased to announce a \$15,000 audience development planning grant from Marin Community Foundation.

This audience development planning grant will assist the Museum in developing programs to attract a visiting population that reflects the income and ethnic demographics of the surrounding Bay Area.

“We are deeply grateful for Marin Community Foundation’s support of our efforts to increase museum visitation from families throughout Marin County and the Bay Area. We are dedicated to being the place where *all* Bay Area children go to play, discover and create,” says Bay Area Discovery Museum Executive Director Richard Winefield.

The key program to attract a diverse audience is the Museum’s Celebrating Community initiative, which is comprised of three programs: Family Access, Festivals and Events, and Connections. The Marin Community Foundation Audience Development planning grant will be used to evaluate the awareness and effectiveness of the Celebrating Community program in diverse communities throughout the Bay Area; to create a plan to increase awareness and effectiveness of the Celebrating Community program; and to support personnel costs in implementing the Celebrating Community program.

This planning grant is part of Marin Community Foundation’s broad, multi-year audience development effort to provide Marin’s arts and culture organizations with technical assistance to craft strategies to broaden, deepen, and diversify public engagement in their offerings. The Bay Area Discovery Museum is excited to be part of the initial cohort of grantees to receive funding for audience development planning. Cohorts of grantees and other interested organizations will be participating in a learning community designed to foster collaboration around innovative efforts to enhance public engagement in the arts and culture.

****About Celebrating Community****

A primary mission of the Bay Area Discovery Museum is to ensure that children from the diverse and varied communities of the Bay Area have access to the Museum and can participate fully in our many educational programs. The Celebrating Community program offers aggressive outreach to children and families in under-served communities, where the need for creative development is most acute; and multi-cultural programs that celebrate the Bay Area’s varied cultures and communities.

Celebrating Community is comprised of three programs: Family Access, Festivals & Events, and Connections.

The Family Access program includes Free First Wednesdays, offering free admission to all once a month, free coupons to community groups upon request, and the Open Door Policy. It is the Museum’s policy that no one be turned away due to lack of funds, and families are welcome to visit the Museum on a pay-what-you-can basis. In addition, scholarships are also

available for summer camps, performances and other Museum programs for families that qualify.

The Festivals & Events component of Celebrating Community includes the Museum's annual events which reflect the Bay Area's rich cultural diversity. Thanks to long-term partnerships with community organizations, the Museum offers festivals for Martin Luther King, Jr. Day, Kwanzaa, Chinese New Year, Month of the Young Child, and Asian Pacific Heritage Month. Several of these festivals offer free admission to the community.

Connections is the centerpiece of the Celebrating Community outreach program. Through Connections, the Museum partners with local preschools in underserved neighborhoods through their parent organizations, including Marin Head Start, Marin Community Child Development Program, San Francisco Unified School District Child Development Program, and Contra Costa Head Start. The Connections program facilitates 8,000 visits annually among low income, Latino, Asian, and African-American children and their families. Each partner preschool is visited by a Museum educator and receives free transportation and admission to the Museum for five visits annually. Four visits are made with teachers and preschool staff, and the final visit includes the families of the children.

One of the great values of Connections is its ability to enrich the curriculum of teachers in subsidized classrooms. The easily and inexpensively replicated curriculum is proving popular with educators, who find they can continue the program in the classroom and have the children pursue at home.

****About the Bay Area Discovery Museum****

The Bay Area Discovery Museum is a one-of-a-kind indoor and outdoor facility at the foot of the Golden Gate Bridge, serving over 300,000 visitors per year on its 7.5 acre Sausalito campus. The Museum is the only children's museum in the U.S. to be located in a national park, and its exhibits are admired and emulated by other children's museums nationwide. The Museum is recognized as the leading children's museum dedicated to developing childhood creativity, nurturing future generations of creative thinkers and innovators. With this emphasis on creativity through play, the Museum encourages children ages 6 months to 8 years to develop into curious, creative, adventurous lifelong learners and explorers.

The Museum's unique programs feature hands-on art, science and environmental exhibitions, performances, special events, cultural festivals and ongoing educational curricula... all with a focus on fun!

****About Marin Community Foundation****

The Marin Community Foundation is the primary center for philanthropy in Marin County, California. Dedicated to enhancing the community's quality of life, the Foundation provides support in the areas of the arts, community development, education, the environment, community health, and religion.

The Foundation administers assets from the Leonard and Beryl H. Buck Trust, and from funds established by over 300 individuals, families, businesses, and community groups. MCF is one of the largest community foundations in the United States, with assets of approximately \$1 billion and annual grant distributions of approximately \$60 million.

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