



Take a journey with us ...

# Imagine *The Possibilities* Museum Expansion Project



Investing and making space for children and families today, and tomorrow

# The Power of Play

*Play* is an essential element in the development of well-rounded, healthy children. It is vital to their intellectual, social, emotional, and physical development.

- Robert Michnick-Golinkoff, Ph.D. and Kathy Jirsh-Pasek, Ph.D.

Research shows that children who **PLAY** regularly with adults experience the greatest developmental benefits. It helps children know they are loved, enhances self-esteem and builds healthy relationships.

## PLAY ...

- Lays the foundation for reading, writing, mathematical reasoning, creativity, critical thinking and a general love for life and learning
- Fosters social skills like sharing, listening, following directions, cooperation and conflict resolution
- Nurtures emotional skills like self-control, self-reliance, setting realistic expectations and resiliency
- Builds physical skills involving balance, hand-eye coordination, flexibility and agility
- Develops skills that are necessary for success in school and the future workplace
- Inspires a happy productive life

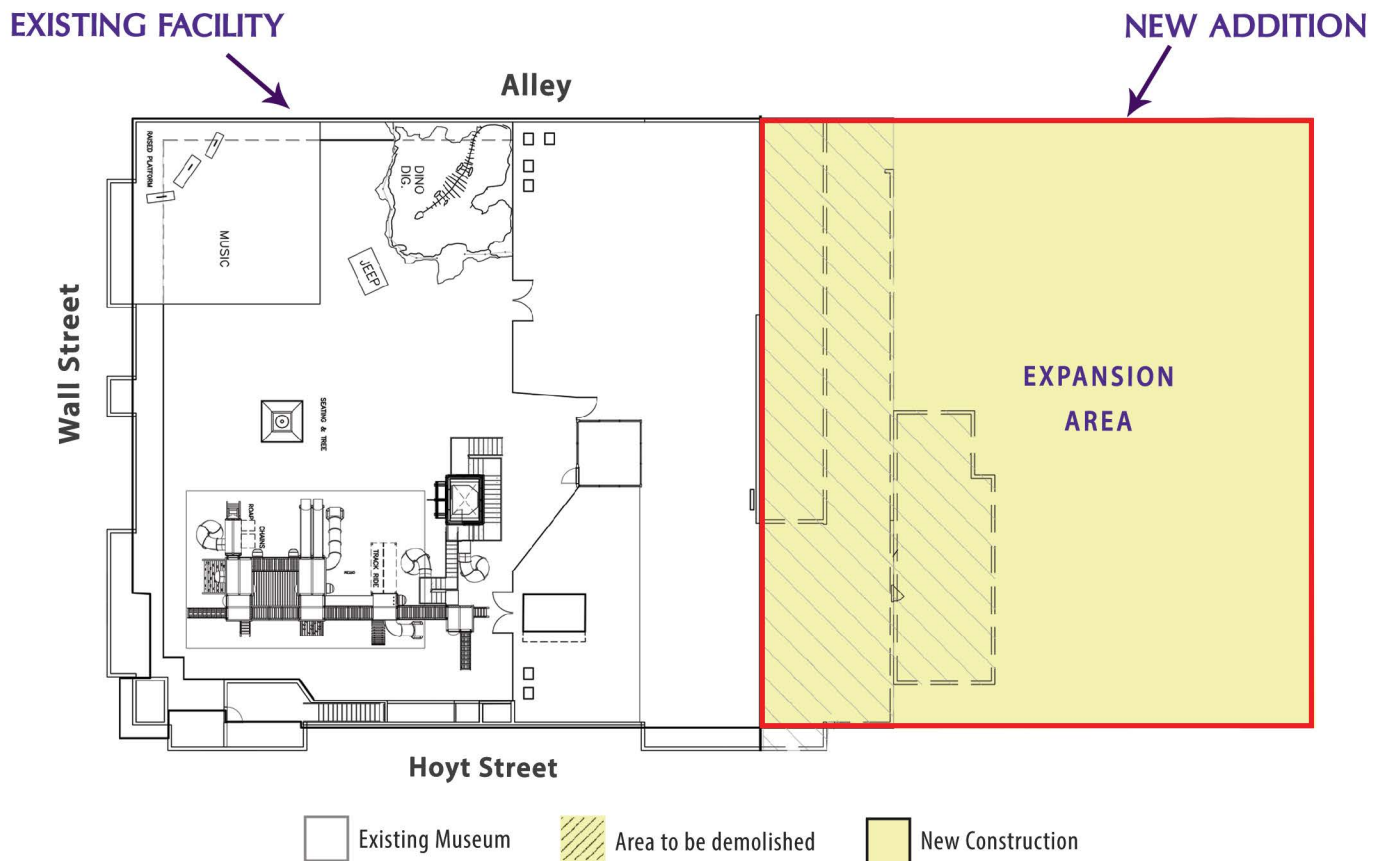
Imagine Children's Museum emerged to fulfill the need for a place where children and their families could spend quality time **PLAYFULLY** learning together year-round. The Museum is a unique cornerstone in Snohomish County, giving children informal learning experiences that support the growth and wellbeing of our children and our community.



## Museum Highlights

**222,891** Museum Visitors    **37,302** Community Outreach Participants    **5,107** Member Families  
**41,894** Free or Reduced Admissions    **11,600** Field Trip Participants

# Why Expand?



## Reasons for Expansion:

- When the doors opened to Imagine Children's Museum's current downtown Everett location in 2004, the vision was to one day serve 60,000 visitors per year – in 2018 Imagine served 257,000
- To address this user demand and the anticipated population growth of the Puget Sound Region, a facility expansion is now mission-critical

## Expansion Will:

- Increase hands-on exhibits and innovative programs that foster 21st Century Learning Skills
- Provide less crowded, higher impact access for low-income and underserved families
- Grow services and experiences that support inclusion, diversity, equity and quality of life
- Offer increased opportunities that strengthen knowledge, skills, engagement and empowerment of parents/caregivers
- Support increased demand for school field trips and group visits

## Vital Community Resource:

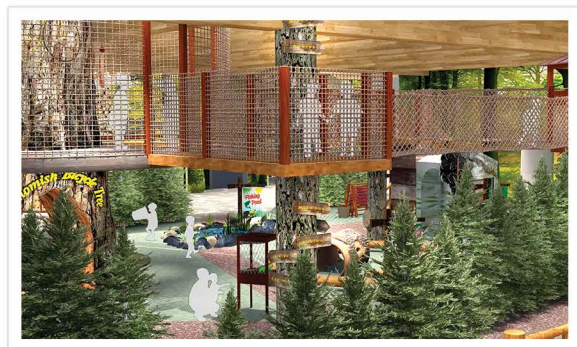
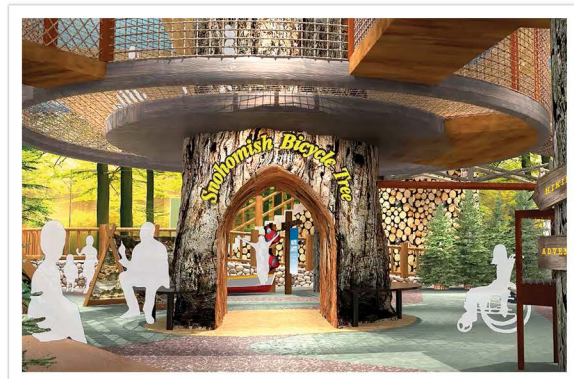
- Provides a unique, dynamic learning institution for children ages 1-12 and their parents/caregivers
- Addresses the overall health, well-being and developmental needs of children by nurturing adult/child engagement
- Provides physically and emotionally safe spaces essential for children living in foster care, those experiencing trauma and children with special needs
- Accessible to underserved families that face barriers related to poverty, living in rural areas, limited transportation and traffic congestion
- Meets unmet needs – reducing the equity gap for the at-risk and underserved by offering specialized programs, along with free and reduced admissions
- Fosters the development of school readiness skills and career connected learning, essential to lifelong success, with STREAM (science, technology, reading, engineering, art, math)

# Imagine the Possibilities...

## FIRST FLOOR

### WOODLANDS ADVENTURES GALLERY

At the heart of the gallery is a walk-through tree inspired by the historic Snohomish bicycle tree. Adventures abound, allowing bold explorers to use their imaginations and spirits of adventure to camp, fish, boat, hike and observe local wildlife. Kids take on the role of veterinarians in the Wildlife Animal Rescue – caring for the animals while working toward the goal of rehabilitation and release back into the wild.



### WOODLANDS CANOPY GALLERY

A climb from the forest floor leads to new adventures. Kids use their physical skills to navigate through bridges and passages in the tree tops. Lookout stations along the way provide observant climbers with chances to spot local wildlife and maybe even Bigfoot!

## SECOND FLOOR

### PUGET SOUND ECOSYSTEM GALLERY

Kids become marine ecologists while exploring an intertidal aquarium, watershed table and real whale bones from gray whales that pass through local waters on their annual migration.



# As you journey through the new 3 floor expansion...

## SECOND FLOOR



### ENGINEER IT GALLERY

Budding engineers can test their critical thinking and problem-solving skills while building towers, flying machines and ever-changing projects. Step outside this gallery into a life-size crane cab, high above the streets below, to learn what it's like to operate a crane.

### IMAGINE'S WORLDWIDE DISTRIBUTION GALLERY

Become a logistics engineer in this dynamic exhibit. As packages come and go on conveyance systems around the gallery, kids learn what it takes to get a package from Imagine to anywhere in the world by scanning packages, selecting destinations and determining the most efficient mode of transportation.



### IMPORT, EXPORT, OUR PORT GALLERY

Features Everett's very own international water port, highlighting the vessels that serve it and the roles they play in moving goods around the world. Interactive stations allow kids to experiment with weight, balance, buoyancy and loading. Kids can become a tugboat captain by taking the helm and piloting Imagine's 20-foot tugboat.



# Where the fun begins and the learning never ends!

## SECOND FLOOR CONTINUED



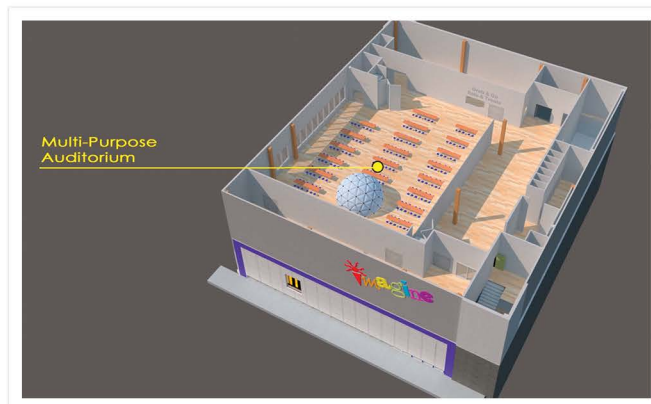
### CREATIVITY CENTRAL GALLERY

Imagine's Maker Space and Art Studio give every child the freedom to tinker, create and construct – experiences that are often not possible at school or home ... they'll use real tools of the trades to thrive as artists and innovators.

## THIRD FLOOR

### MULTI-PURPOSE AUDITORIUM AND EATING SPACE

There's more to experience beyond the exhibit galleries! Head upstairs to the third-floor auditorium and eating space. Enjoy a cultural performance, a pop-up festival or a nutritious snack from our grab-and-go counter.



### COMMEMORATIVE NAMING OPPORTUNITIES

Commemorative Naming Opportunities are a wonderful way to show your support of the *Imagine The Possibilities Expansion Project* that will enrich the lives of children for generations to come. Individuals, families, businesses and foundations can be recognized in galleries and other Museum spaces. To learn more about Commemorative Naming Opportunities email [giving@imaginecm.org](mailto:giving@imaginecm.org) and a member of our Philanthropy Team will be in touch.

# Impacts

## PLAYING TOGETHER

Exhibits, programs and activities are designed to engage children ages 1-12 and accompanying adults important in the child's life. Caring adults are a child's first play partner, teacher and role model.

## ENGAGING HANDS-ON EXHIBITS

Unique exhibits spark imaginations, pique curiosity, encourage problem solving, promote cooperative play and are "fun" for the young and young-at-heart.

## INFUSING FUN INTO LEARNING

Art, culture, history, science, health and other subjects are injected with a WOW factor, ensuring that learning is fun for all.

## CELEBRATING DIVERSITY AND OPENING WINDOWS TO THE WORLD

Cultural events and activities allow children to experience the world with increasing awareness, understanding and mutual respect.

## BUILDING LIFE-LONG RESILIENCY

Museum play provides a myriad of experiences that allow children to interact with others. Early interactions are the foundation for how children respond to challenging situations throughout their lives. Through play, caring adults become active participants in the child's development.

## EMBRACING EQUITY

Focused programs meet the needs of a variety of special groups who are often underserved. Examples include GRANDfamilies, Sensory Time (autism), summer Discovery Club (reading intervention), and Afterschool Science Clubs (low-income).

## ELIMINATING BARRIERS

Free & reduced admissions remove financial road blocks. Expanded hours accommodate working families. Bilingual staff, programs and materials create a welcoming environment. Exhibits are thoughtfully designed to enable intuitive playful interaction, removing language and reading barriers.

## CULTIVATING LIFE-LONG LEARNING

Playful Museum experiences allow children to learn in challenging and meaningful ways that lead to fun-filled aha! moments. When play is nurtured children thrive and develop a love of learning that lasts a lifetime.

## INSTILLING A SENSE OF BELONGING

The Museum is a gathering place where children and families come together and connect, fostering new friendships and links within the community. Now more than ever, connectedness is a vital part of well-being for both children and adults.



# Early Years Have Lifelong Impacts

"If we support our children to play every day, we can all help build stronger, smarter, more resilient and happier kids, who grow into successful productive adults."  
- Dr. Lily Lou, M.D. & Adam Crum, M.S.P.H. Because play is so critical to child development, Imagine utilizes an informal learning exhibits and play-based programs model. The Museum is uniquely qualified to help children and families deal with the toxic effects of Adverse Childhood Experiences (ACEs) by using purposeful play with a caring adult to build resilience in children.

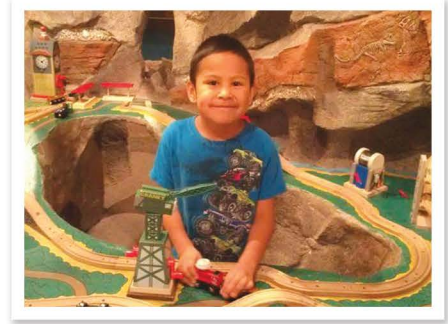
Many children experience equity gaps due to issues related to poverty, abuse, addiction, homelessness, mental illness or other health issues. Toxic stress and adverse experiences can have serious impacts leading to illness, behavioral concerns, difficulty learning and ability to thrive. The Seven Cs of building resiliency in children are: Competence, Confidence, Connection, Character, Contribution, Coping and Control. Opportunities to cultivate all of the Seven Cs abound at Imagine.

Museum exhibits and programs are designed to foster intergenerational engagement and reinforce behaviors that build resilience and promote behavioral and physical health. They are also designed with input and feedback from other community organizations to ensure they are meeting the changing needs of all children in the community in order to make a lifelong impact. Staff trainings on topics ranging from cultural competence to STEM to trauma informed communities ensure that diversity is embraced at Imagine irrespective of intellectual or physical abilities, race, socioeconomic status or gender. This helps instill a sense of belonging in children and families, which is so important in combatting toxic stress. The Museum provides a critically important, physically and emotionally safe environment. Access is made possible for all children ages 1-12 and their families through free/reduced admission.

## IMAGINE PROVIDED FREE OR REDUCED SERVICES TO 70,000 IN 2019 ...

- Free Access Nights
- Museums for All EBT Program
- Half-Price Admission Times
- Field Trips
- Sensory-Friendly Sundays
- GRANDfamilies
- After School Clubs
- Summer Discovery Club Literacy Program
- Scholarship Memberships
- Service Organization Access Passes
- Community Partner Coupons

**Be a part of impacting the future!**





# Community Benefits

## A UNIQUE AND VITAL COMMUNITY RESOURCE

- Makes playful learning available for families living in Snohomish County and the Puget Sound region
- Offers a fun and affordable learning environment year-round, rain or shine
- Provides a wholesome child-centered gathering place for providers serving children, including youth organizations, social service agencies, school groups and shelters
- Supports our schools' educational efforts through enrichment programs, helping to ready tomorrow's workforce
- Provides literary, cultural, visual and performing arts and STEM (science, technology, engineering and math) access that is often not available or affordable in Snohomish County

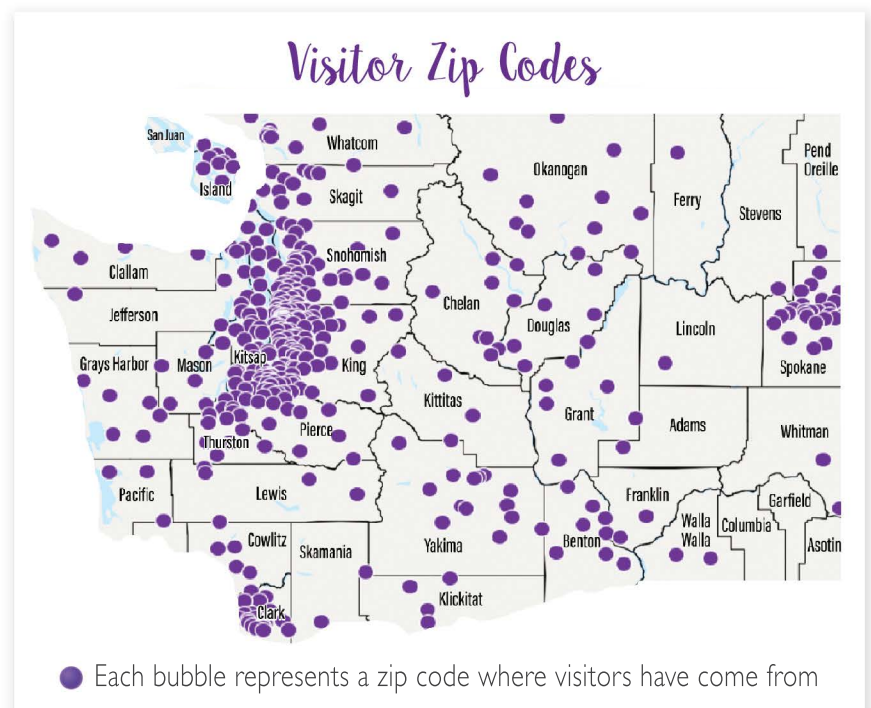


## A HUB FOR VOLUNTEERS, PARTNERS AND COLLABORATIONS

- Creates opportunities for students, business professionals, community members and seniors to volunteer, sharing their expertise and developing new skills
- Collaborates with businesses and organizations to support the work of the Museum and the wellbeing of children and families in our community
- Partners with national and local organizations:
  - National Cultural Competency Learning Institute
  - NASA Museum Alliance
  - Thrive Washington's "Discoveries from the Field" Consortium
  - Science Beyond the Boundaries, National Early Learners Collaborative
  - National Informal STEM Education Network

## AN ECONOMIC DRIVER

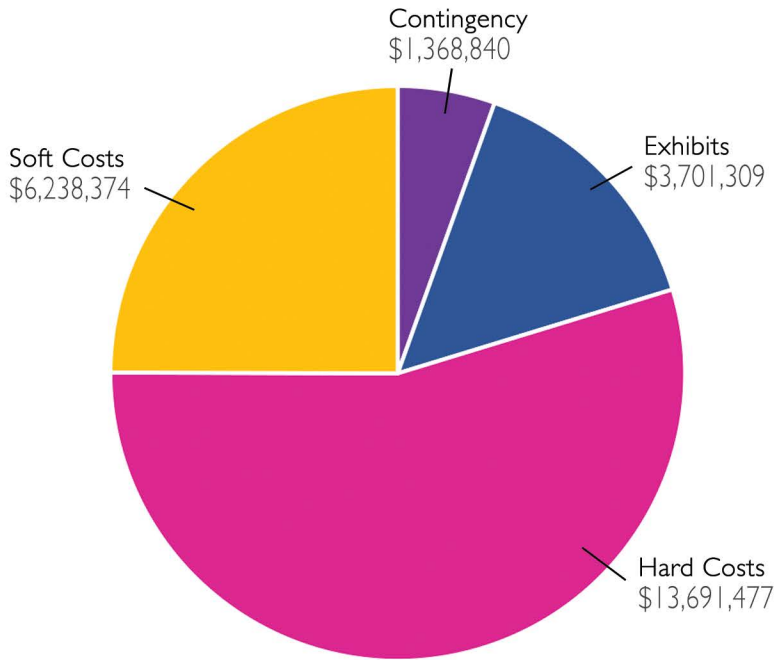
- Makes Snohomish County a family-friendly community - a great place to work, live & play
- Draws visitors from Snohomish County, throughout Washington, all 50 states and internationally - a destination tourist attraction
- Supports community development and revitalization



# Project Cost & Economic Impacts

## PROJECT BUDGET - \$25 MILLION

Imagine Children’s Museum has a history of creating outstanding facilities, exhibits and programs using local resources. A majority of the \$25M will be reinvested back into the area through jobs and materials, supporting much needed economic stimulus.



Project Cost Breakdown	
Exhibits:	\$3,701,309
Soft Costs:	\$6,238,374
Hard Costs:	\$13,691,477
Contingency:	\$1,368,840
<b>Total:</b>	<b>\$25,000,000</b>

## GONZAGA UNIVERSITY ECONOMIC IMPACT STUDY:

An economic impact study conducted by Gonzaga University estimates that the direct, indirect and induced spending associated with the expansion of Imagine Children’s Museum and the subsequent five years of operations in the new facility will support the creation of more than 366 jobs at the Museum, with business partners and in the community.

The analysis of the expected costs of expansion and the expected post-expansion revenue of Imagine Children’s Museum suggest that Imagine Children’s Museum will contribute at least \$61,323,533 in unique economic value to the City of Everett, Snohomish County and King County between 2021 and 2026 as a result of the expansion.

Estimated Economic Impact of Imagine Children’s Museum on The City of Everett, Snohomish County and King County Through Expansion and Post-Expansion Revenue	
Through Expansion: Total economic contribution of the planned expansion of Imagine Children’s Museum	\$33,507,500
Post Expansion: Total economic contribution of the planned expansion of Imagine Children’s Museum	\$27,816,033
<b>Total Economic Impact between 2021 and 2026</b>	<b>\$61,323,533</b>

# Give With Confidence

## A GRASSROOTS ORGANIZATION

Imagine Children's Museum is a 501(c) 3 nonprofit  
Tax ID #94-3153591

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## ACCREDITED INSTITUTION

In 2017 Imagine achieved American Alliance of Museums accreditation, the highest national recognition afforded the nation's museums. Accreditation brings recognition to Imagine for its commitment to excellence, accountability, high professional standards and continued institutional improvement. Of the 33,000 museums in the US, just over 1,000 have earned the distinction of accreditation and fewer than 20 are children's museums. Imagine is proud to be the first accredited children's museum in the Pacific Northwest.



"Accreditation is clearly a significant achievement, of which both the institutions and the communities they serve can be extremely proud."

Laura L. Lott, Alliance President and CEO

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## FISCAL RESPONSIBILITY RECOGNIZED

Imagine has earned its sixth consecutive 4-star rating from Charity Navigator, America's leading independent evaluator of charities for financial health, accountability, and transparency. "Only 10% of the charities we evaluate have received at least four consecutive 4-star evaluations... This exceptional designation sets Imagine apart from its peers and demonstrates to the public its trustworthiness."

Michael Thatcher, Charity Navigator President & CEO

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## PROFESSIONAL AFFILIATIONS

- American Alliance of Museums (AAM)
- Association of Children's Museums (ACM)
- Northwest Association of Youth Museum (NWAYM)
- Association of Science-Technology Centers (ASTC)
- National Association for the Education of Young Children (NAEYC)
- Snohomish County Early Learning Coalition (ELC)
- Snohomish County STEM Network



# Imagine Children's Museum

## MISSION

**Utilize playful learning to enrich children's lives.**

We are committed to:

**C**elebrating creativity and imagination

**H**elping young learners thrive

**I**nstilling a community connection

**L**earning experiences powered by play

**D**eveloping unique exhibits and programs

**R**eaching out to all children

**E**mbracing diversity and inclusion

**N**urturing child/caring adult interaction

## BELIEFS

- All children need nurturing
- A lifelong love of learning starts with play
- Learning occurs in many different ways
- Interactive, hands-on, experiential opportunities cultivate inquisitive minds
- Play is essential to learning and the healthy development of a child
- Children flourish in physically and emotionally safe environments
- Early childhood experiences significantly influence a child's future
- All children deserve opportunities to playfully learn
- Families are important as a child's first teacher and role model
- Connection to a caring community establishes a sense of belonging
- Community wellbeing is directly impacted by the wellbeing of children and families
- Diverse groups that join together to support and educate children enrich our community and society



*Where **FUN** begins and **LEARNING** never ends!*

**TECHNOLOGY** ● **SCIENCE** ● **ART** ● **MATH** ● **CULTURE**

**LITERACY** ● **ENGINEERING** ● **HISTORY** ● **HEALTH**

# You Can Support the Power of Play

## HOW TO GIVE

Museum staff look forward to working with you and answering additional questions that allow you to experience the joy of giving!

### CASH GIFTS

- Tax deductible if donor itemizes deductions
- Actual savings will depend on tax rate
- The higher the tax, the greater the savings

### PLEDGES

- Payable over a three-year period
- Deductible in the year the payment is made

### MATCHING GIFTS

- Take advantage of programs offered by employers
- Leverage the donor's gift to a higher level

### APPRECIATED STOCKS, BONDS AND MUTUAL FUNDS

- Assign directly to Imagine Children's Museum or preferably transfer through your broker
- Amount of contribution is equal to the fair market value on the date of transfer
- Avoid paying any capital gains tax on the increased stock value

### REAL ESTATE

- Make a gift of residence, farm property, vacation home, rental or commercial property
- Benefit from capital gains laws

### 72 AND OLDER DONORS

- Individuals aged 72 and older may donate up to \$100,000 from their Individual Retirement Accounts (IRAs) and Roth IRAs without having to count the distributions as taxable income

### CHARITABLE REMAINDER TRUSTS

May be an excellent way to fulfill your giving. Check with your financial advisor or attorney for details

### CHECKS PAYABLE TO:

"Imagine Children's Museum"

### FOR DIRECT DEPOSIT OR ELECTRONIC FUNDS TRANSFER:

Peoples Bank  
ABA #125104425  
Account #6300832471

### FOR STOCK TRANSFERS:

DTC Participant #0901  
Account Number: 285693  
Account Name: Perkins Coie Trust Company LLC  
For Further Credit: Imagine Children's Museum Acct #000339



“ I have been on the Imagine Children's Museum Finance Committee since the Museum was located on Colby Avenue. As a former auditor, I've been impressed with the fiscal responsibility the Museum displays, as is evident in their audits. Museum leadership strives for the highest fiscal integrity and accuracy and it knows how to “stretch a dollar.” ”

**Steve Torrence, Finance Committee Member / Donor**

# Imagine the Possibilities Donors

## *Visionaries*

Nysether Family  
Sunderland Foundation  
Dr. Clay and Hap Wertheimer  
Building for the Arts  
State of Washington  
The Norcliffe Foundation  
State of Washington

## *Innovators*

Idamae Schack  
MJ Murdock Charitable Trust

## *Pathfinders*

Saundra Cope and Walt Gillette  
foundry10  
Chris Sievers  
The Everett Clinic Foundation  
Port of Everett

## *Trail Blazers*

Adam Clark and Lisa Stuebing  
Bert and Roxanne Cronin  
Stephany Dunfee  
Howarth Trust  
Integrated Rehabilitation Group  
Manor Way Apartments, LLC  
D.V. and Ida J. McEachern Charitable Trust  
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Drs. John Cramer and Suzanne Poppema  
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HNN Communities, LLC  
Heritage Bank  
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Dick and Anne McGrath  
Will McMahan  
Charles Newcombe  
Rick and Diane Pedack  
Peoples Bank  
Katherine Runyon and Carl Nelson  
Vandree Family

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Margaret Davis and Bruce Ennis  
Patty and Bill DeGroot  
Mary and Joel French  
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Falcia Green  
Bill and Mary Grosse  
Randy and Nancy Johnson  
Little Bipsy - Brittani Moe  
Henry and Sandi Newton  
Shannon and Tyra O'Kelley  
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Greg and Sheri Stephens  
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Roy and Barbara Yates  
Kevin and Robin Ylvisaker

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Rachele and Chris Jacobson  
Estate of Helen Jackson  
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Tulalip Tribes Charitable Contributions Fund  
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Alex Wertheimer  
Lyda West  
Elizabeth Whalen  
Amanda Wilson and Joe Cunningham  
Connie J. Wittren  
Ralph and Maribeth Woodall

# Leadership

## CAMPAIGN CHAIRS



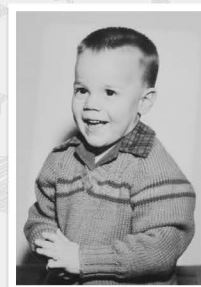
**Dr. Clay Wertheimer**



**Diana Ortega**



**Falicia F. Green**



**Shannon O'Kelley**



**David Ratliff**

## BOARD OF DIRECTORS

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*Orthopedic Surgeon*

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GraphiCode  
*Manager*

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**Kevin Ylvisaker**

Retired CIO  
*Perkins Coie*

### EXECUTIVE DIRECTOR

Nancy Johnson

### DEPUTY DIRECTOR

Tia Winch

✓ Board Officers

If you would like additional information about the Expansion Project please contact Nancy Johnson at 425/258-1006, Ext. 1013 or [NancyJ@ImagineCM.org](mailto:NancyJ@ImagineCM.org)



A child is a person who is going to carry on what you have started.  
The fate of humanity is in his hands. - Abraham Lincoln

