



Hands On Children's Museum Expansion Planning Patty Belmonte, CEO





Quality Early Learning Visitors Appreciate

- 14 Years in New Home – HOCM most visited youth museum in PNW every year
- More visitors per sq/ft than any of the nation's 470 children's museums
- A nationwide leader in Access – 140,000
- Consistent “Best Of” Award-Winner





Enriching Quality of Life to Olympia Pet Parade!





Olympia's *Free Fire Rescue Spectacular!*

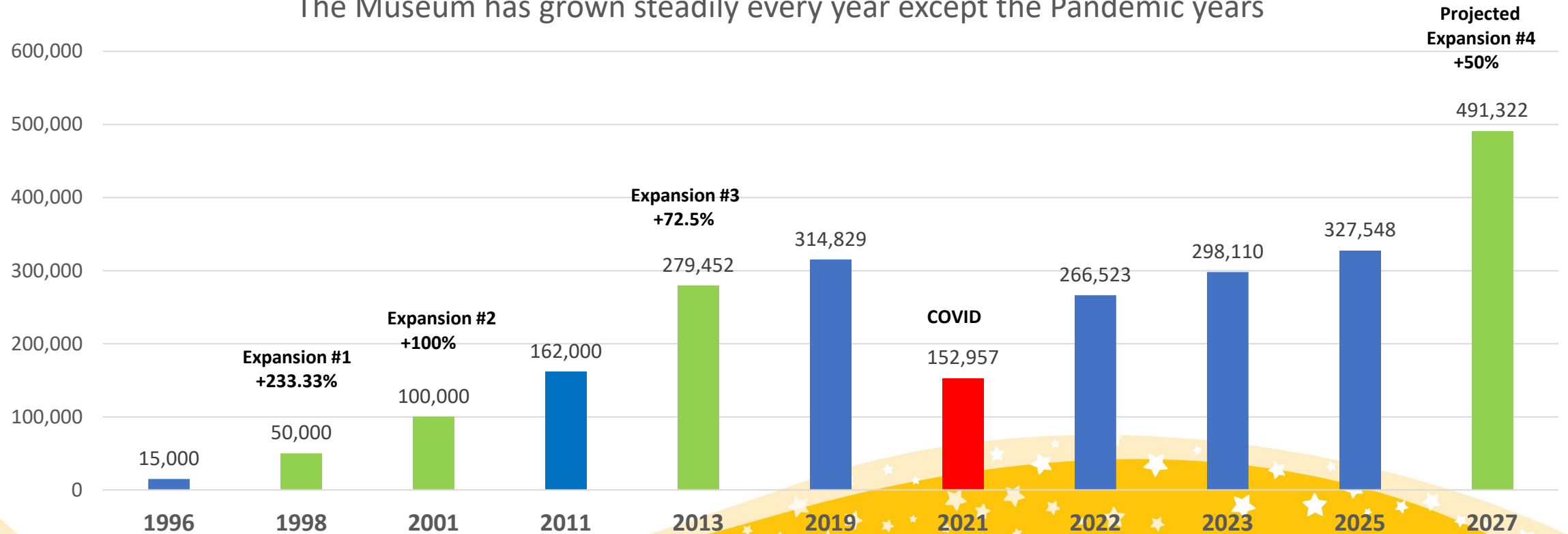




Museum Attendance Over 30 years

Green = Expansion Years

The Museum has grown steadily every year except the Pandemic years

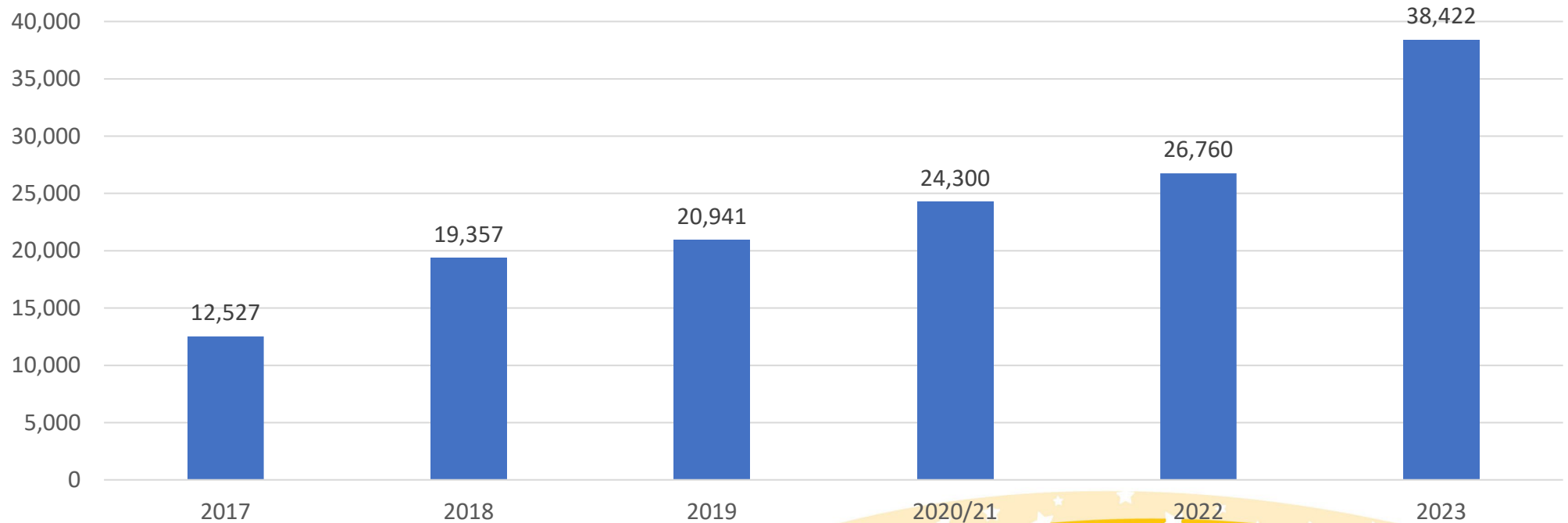




Our Impact: 30 Programs

Largest Program - EBT Family Access

"This was an amazing first-time experience and I am so thankful for the opportunity." EBT Family



Value of EBT Admissions \$164,137 in 2017 growing to \$644,068 last year!



ACM Data: HOCCM Serves More Visitors by Museum & Community Size Nationwide

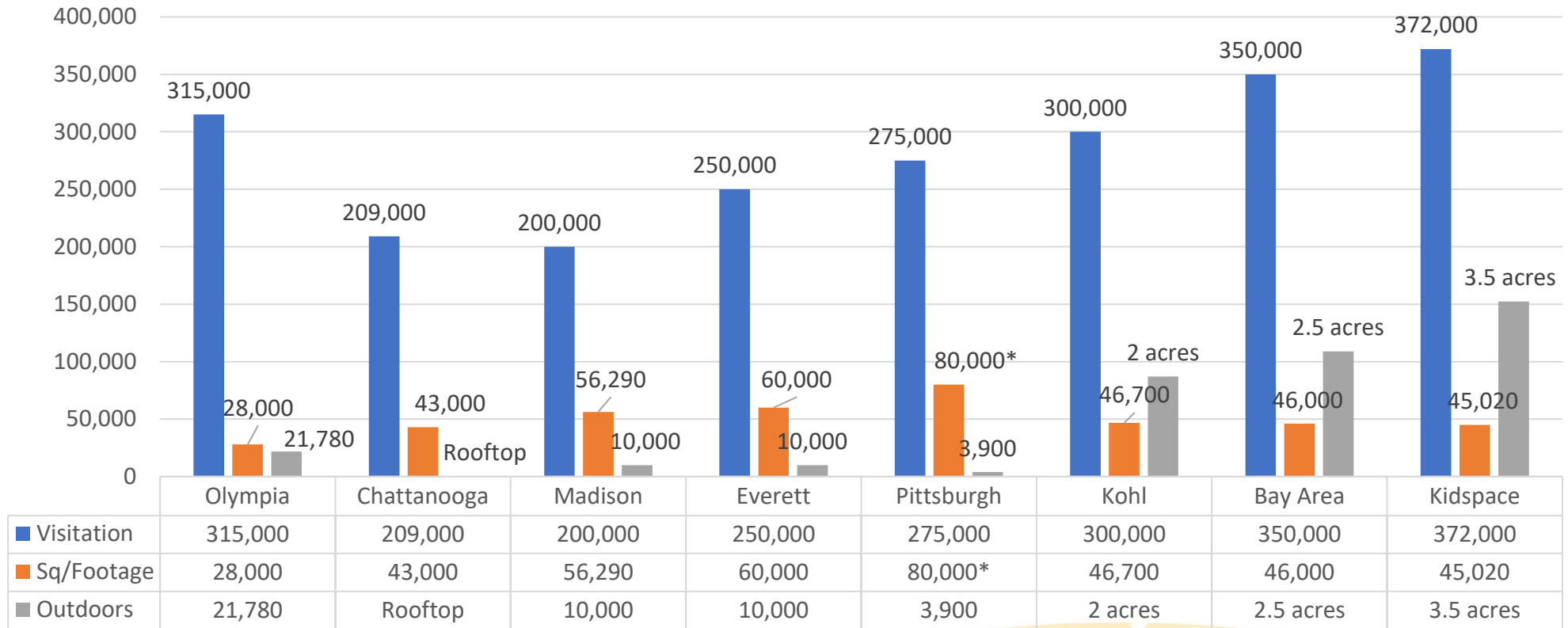
Space Saving Strategies Since 2017

- Extended hours
- Added multi-day events
- Selling timed tickets
- Promoting after hours parties and field trips





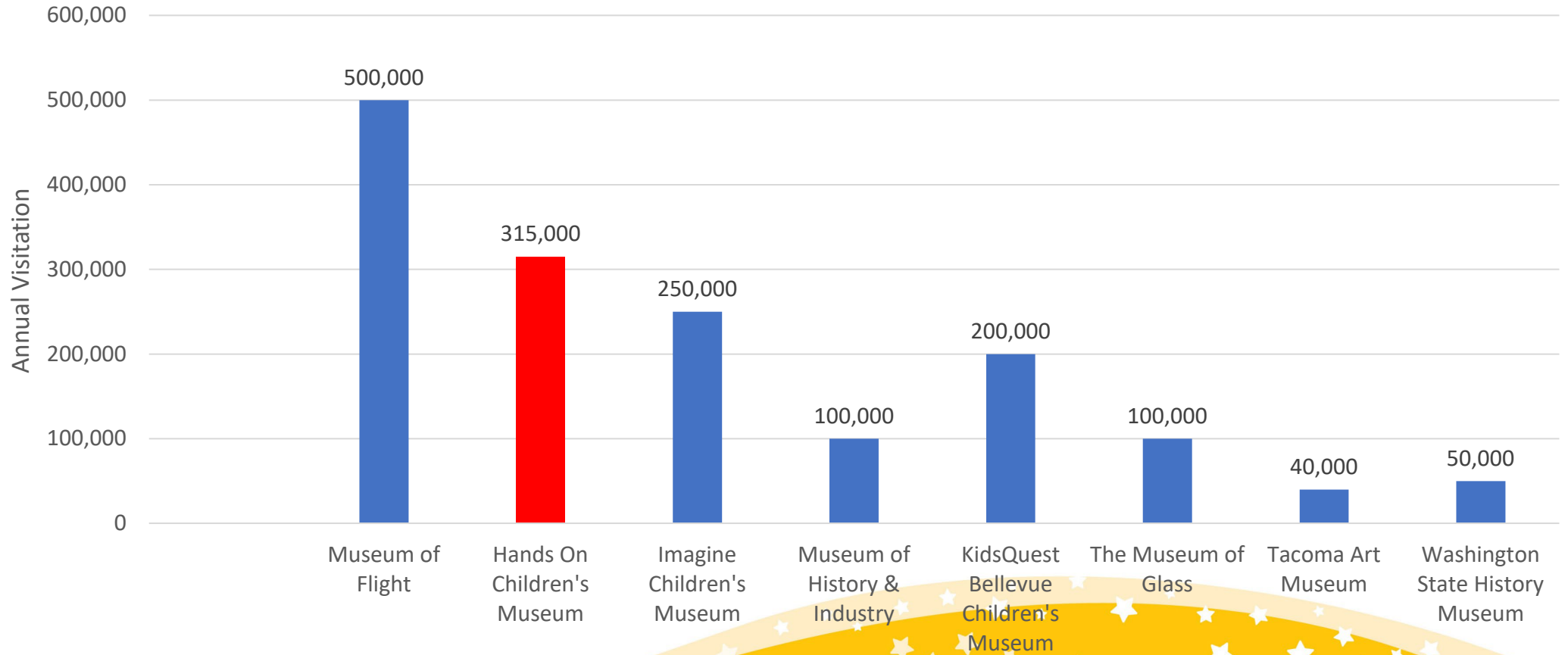
Hands On has less sq/footage than any comparable museum serving 300,000+



*Pittsburgh - Shares office space with partners

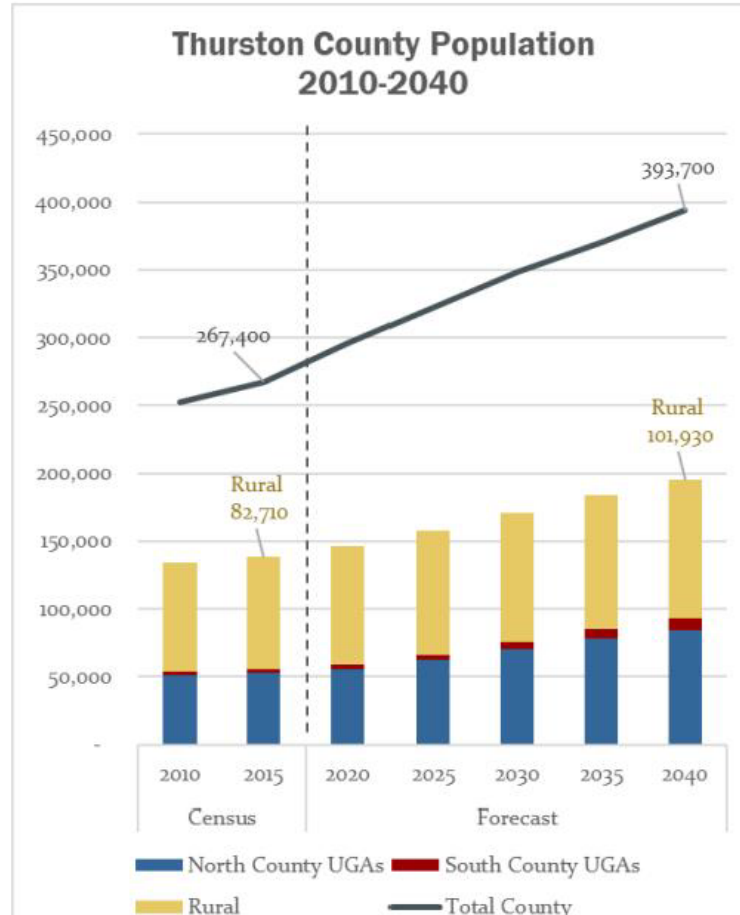


A Regional Leader for Attracting High Visitation





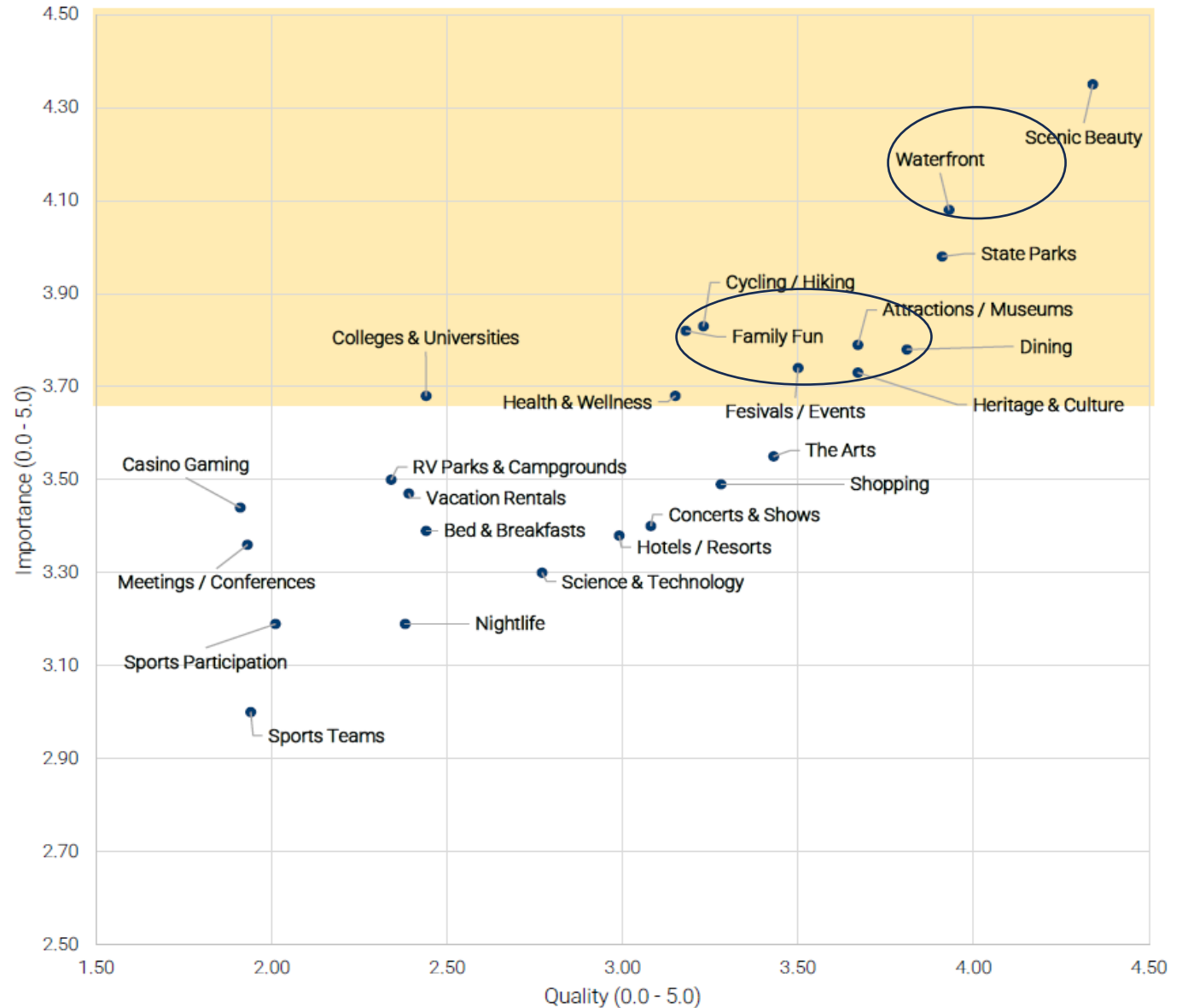
Growth: Thurston County Comp Plan Update 2018



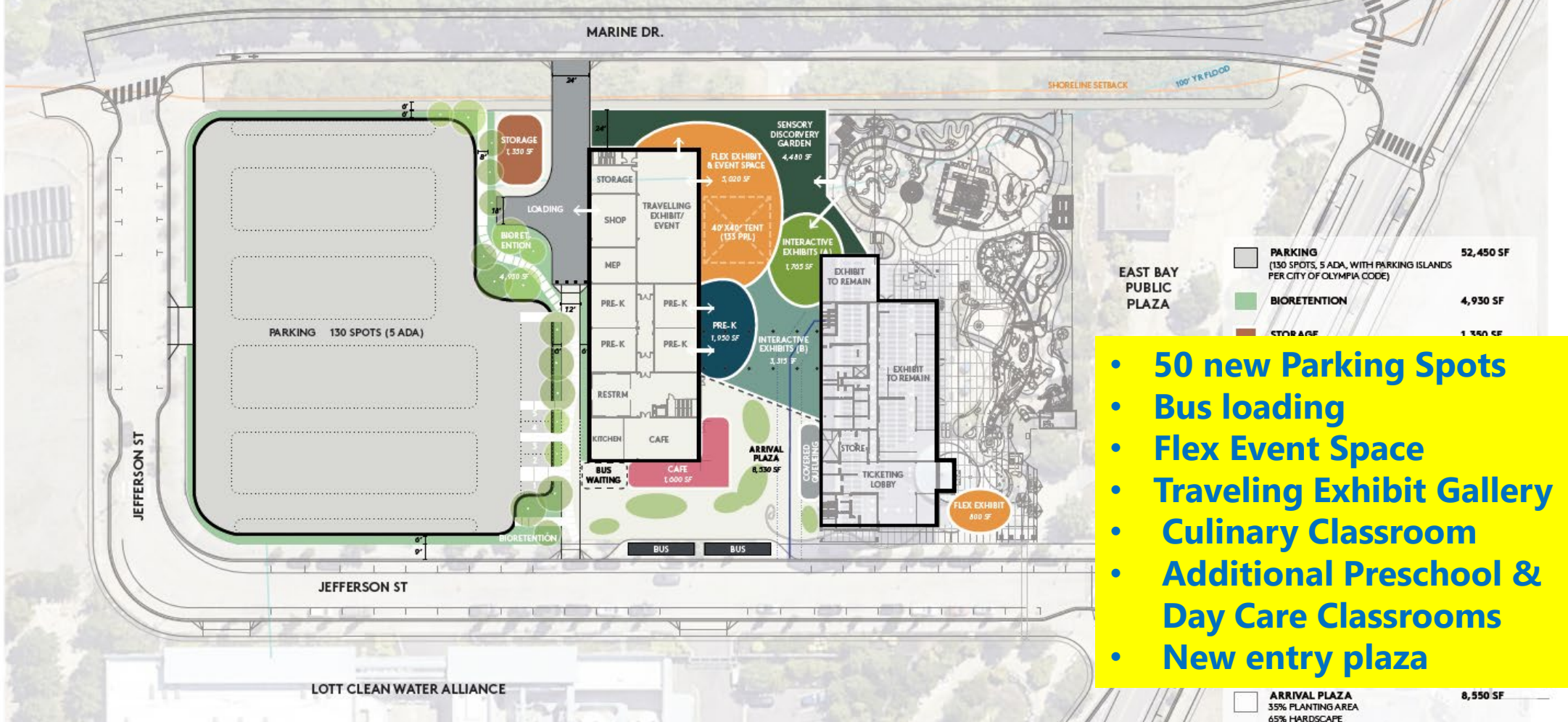
Thurston County has already reached 307,552 in 2023

VISITORS KEY DRIVERS

1. Scenic Beauty
2. Waterfront
3. State Parks
4. Cycling / Hiking
5. Family Fun
6. Attractions / Museums
7. Dining
8. Festivals / Events
9. Heritage & Culture
10. Colleges & Universities



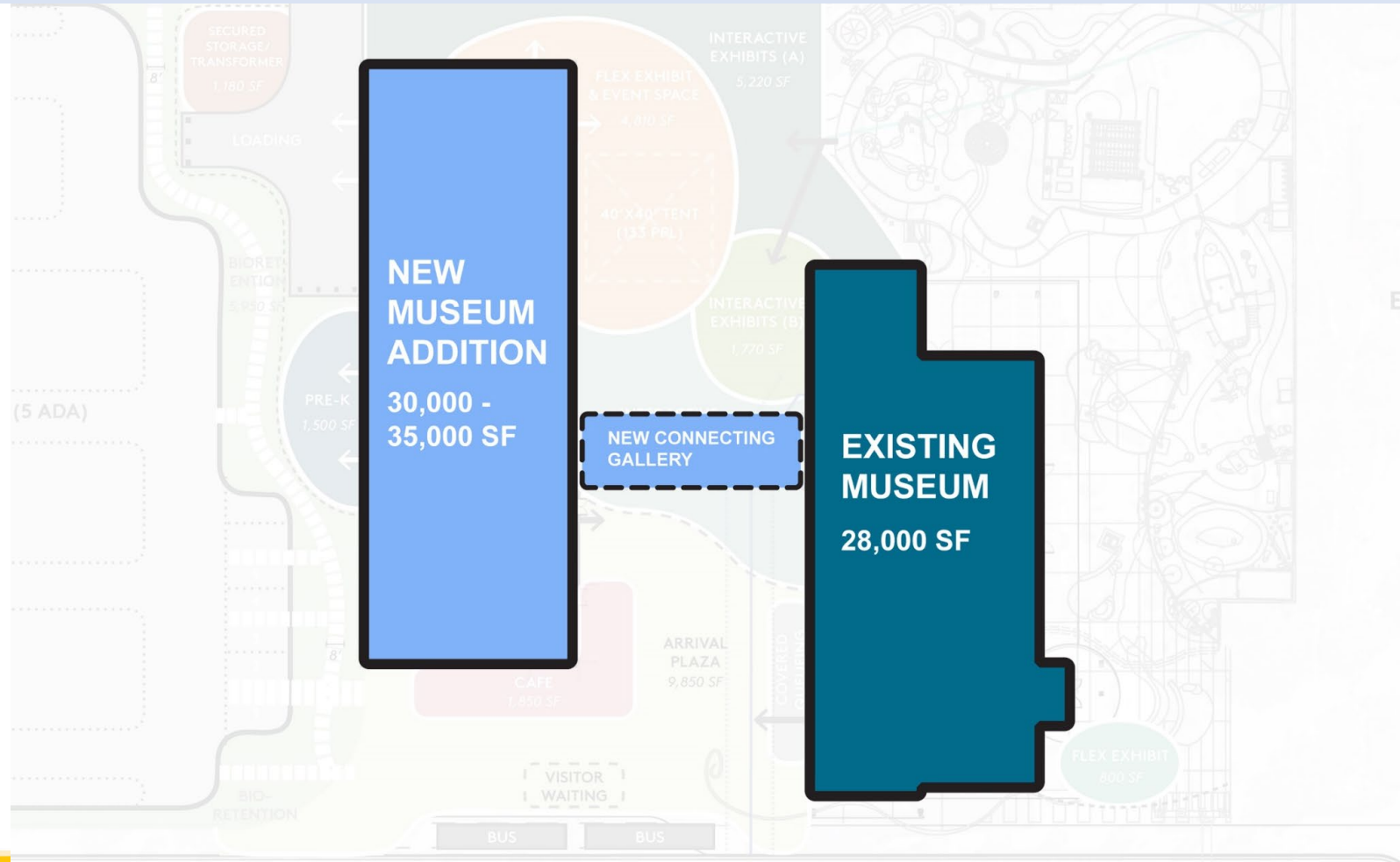
Hands On Children's Museum Expansion A Campus Approach



- 50 new Parking Spots
- Bus loading
- Flex Event Space
- Traveling Exhibit Gallery
- Culinary Classroom
- Additional Preschool & Day Care Classrooms
- New entry plaza

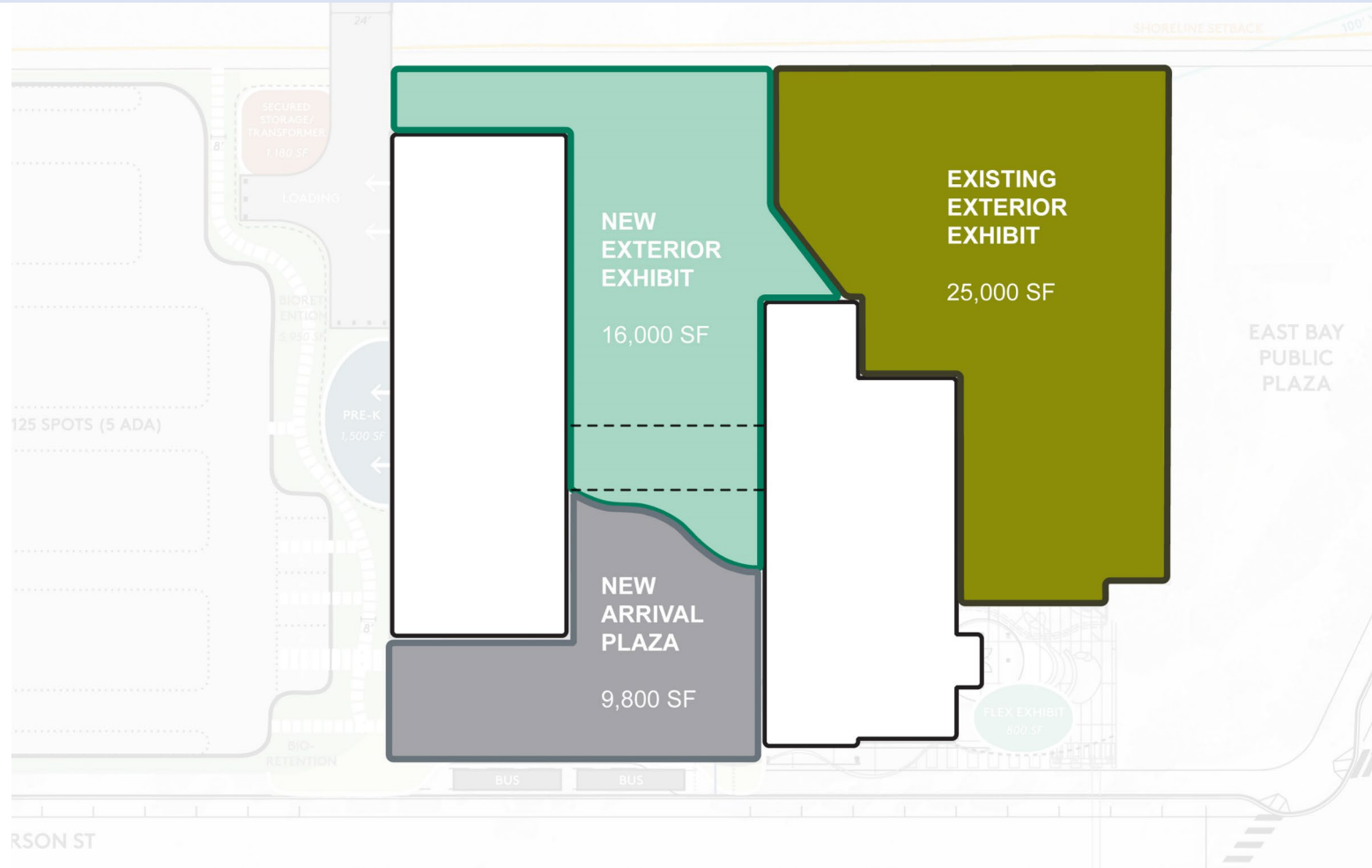


Additional Square Footage Brings Us Within Best Practices





More Outdoor Space & New Arrival Plaza





Design Feasibility Study Confirms \$35.6M for Expansion

**New Building 36,599
Overall 63,663 sq/ft**





New Traveling Exhibit Gallery & Events Space for 250+ with Outdoors

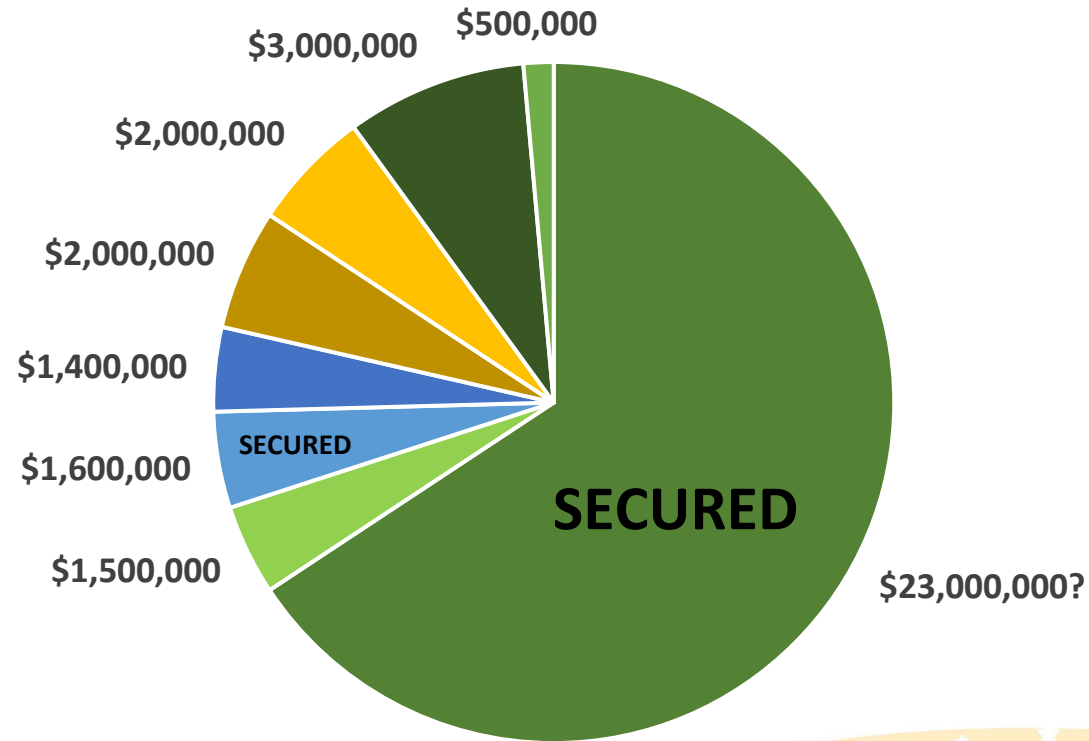




Sample Funding Sources \$35M Campaign

PFD Funding Can Only Be Used for HOCCM Project

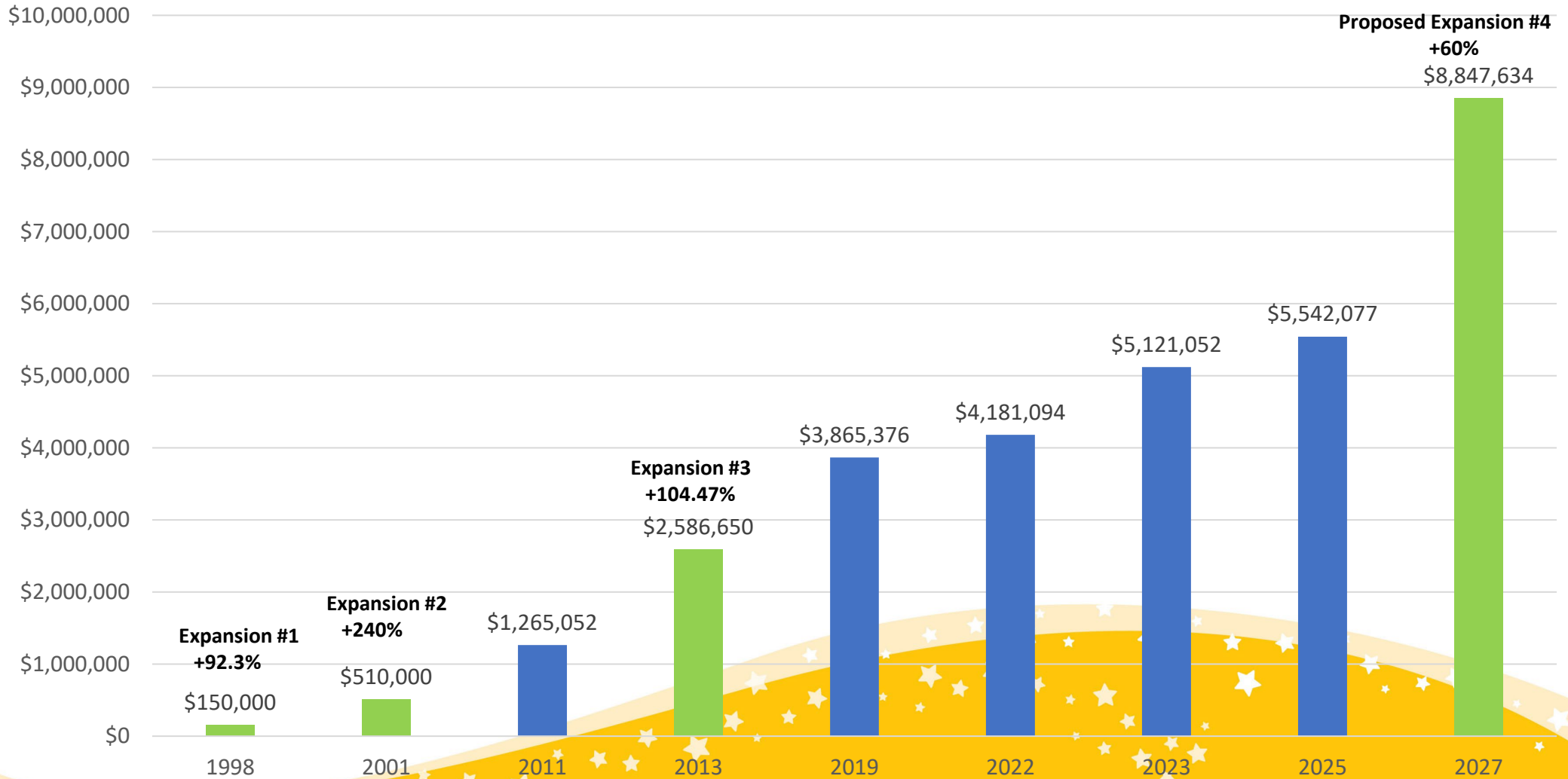
- PFD Funds
- State Direct Appropriation
- Building for the Arts Grant
- Federal Direct Appropriation
- City of Olympia PFD Match?
- Foundations
- Major Business & Individual Gifts
- Community Small Gifts





Budget Growth Increase over 30 years

Green = Expansion Years





Preliminary 4-Year Expansion Timeline

2024

- Spring/Summer **Complete Architectural/Budget Feasibility Confirming \$35M – HOCM Paid**
- Summer/Fall **City Negotiates Purchase for Port Land**
- Summer/Winter **City Approves Financing for Expansion (Building is City's Asset)**
City Prepares Public Process for Progressive Design Build (3 months)

2025

- Early **Design Build Team Selected (3 months)**
- Spring **Pre-Construction Planning, Design, Design Docs & Permitting (1 year)**
HOCM Capital Campaign launches

2026

- Spring **Construction Begins – (18 Months)**
HOCM Capital Campaign Continues

2027

- Summer/Fall **Grand Opening**
(could open new building as it is completed and operate while modifications to existing building happen)
HOCM Capital Campaign Completes



Questions?

