

INSPIRING CONNECTION

The Betty Brinn Children's Museum has been serving children and families for more than 28 years. Our immersive exhibit experiences are designed to promote organic play, problem-solving and social-emotional growth.

In addition to being a space for play, the Museum is a community gathering space where shared experiences matter. The Betty Brinn team works hard to create opportunities for visitors to enjoy engaging, culturally relevant programming that inspires joy and connection.

We welcomed **169,111** guests to the Museum in 2023!

OUR IMPACT IN 2023

The Museum's Special Admissions Fund was established to ensure that no child is ever turned away due to the inability to pay for admission. In 2023, our Special Admissions Fund programs allowed us to welcome nearly 43,000 guests to the Museum at a free or discounted admission rate, accounting for 26% of our guests!

The following benefited from Special Admissions Fund programs last year:

- ✧ **Museums for All:** **13,281** individuals whose families receive FoodShare (SNAP) assistance received discounted admission.
- ✧ **Access Membership:** **1,247** families who receive benefits through FoodShare (SNAP) and WIC programs received discounted memberships.



- ✧ **Access Field Trips:** **5,031** students and educators from 147 schools attended a free or reduced-price field trip to the Museum and free bus transportation.
- ✧ **Community Access Day:** **10,405** individuals attended the Museum for free, offered on the third Thursday of each month with extended hours. An increase of 61% over 2022!
- ✧ **Sensory Friendly Sessions:** **687** guests attended the Museum with fewer lights and quieter exhibits during special evening hours, accommodating those who benefit from a calmer Museum experience.

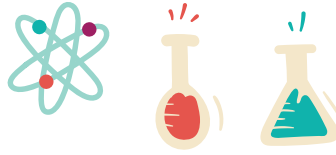


NEW TO THE MUSEUM: QUIET ROOM



In 2023, the Museum underwent changes to better utilize our program spaces and accommodate all of our guests, including the addition of our Quiet Room. This space is equipped with resources that support emotional regulation and sensory integration, so families have a safe space to take a break when needed.

THE WONDER WAGON



Launched in 2022, our mobile museum experience brings our hands-on activities and programming into surrounding communities. In 2023, the Wonder Wagon successfully connected with historically underserved neighborhoods, visiting all of the local areas that are least represented among our Museum guests, along with zip codes in which schools failed to meet expectations as determined by the Wisconsin Department of Public Instruction.

This strategic approach allows the Wonder Wagon to engage children and families who otherwise would not have access to Museum programming or similar activities at their schools. By bringing the Museum experience out into the community, our staff are able to build trust and show our commitment to inclusivity and accessibility, and that individuals from all areas belong to our Museum community.



The Wonder Wagon also focused on site-specific collaborations last year, allowing us to collaborate with community partners and organizations to create unique programs and best meet the needs of our audiences. For example, through a partnership with Vision Forward, we were challenged to create programming for children and families with vision impairments. We curated activities that focused on auditory and tactile engagement to best suit our audience. There is now a reciprocal relationship between what we learn in outreach and what we do in the Museum, as we can create and test programming ideas with the Wonder Wagon with different audiences at their sites and also create programming with our museum guests and bring it to locations outside the museum. We are continuously growing our partnerships to expand our outreach and programming across the Milwaukee area.

In 2023, our Wonder Wagon attended **48** events, allowing us to connect and engage with **5,775** children at free programs across Milwaukee.

Learn more about our Special Admissions Fund programs at bbcmkids.org/impact.