



STRONG FOUNDATION. BRIGHT FUTURES.

The Final Phase of the **Play Your Part Campaign**
for the Children's Museum of Eau Claire



A Celebration of Children's Curiosity

"Why?" "Why?" "Why!?"

Children are naturally curious and the word "Why?" is never far from their thoughts. Which makes it fitting that a local child's asking why Eau Claire didn't have a children's museum was the catalyst that led to the creation of **The Children's Museum of Eau Claire (CMEC)** more than 20 years ago.

From its start in 2004 to the opening of its new, state-of-the-art facility in 2023, CMEC has been a place for learning, imagination, and joy. Each year, tens of thousands of visitors come through our doors to explore hands-on exhibits and take part in dynamic programming that fosters creativity, curiosity, and a love of learning.



Building a Stronger Community Together

The impact of CMEC extends beyond play and learning—it's also helped revitalize downtown Eau Claire, attracting visitors, supporting local businesses, and making our region an even better place to live and work. Schools across the area incorporate CMEC visits into their curricula, ensuring children from all backgrounds benefit from everything CMEC has to offer.

The Power of Play

It's hard to overstate the importance of play. Play lays the groundwork for learning and is essential for healthy social and emotional development. Research shows that early play is closely tied to school readiness and helps build skills like memory, attention, intelligence, morality, and the ability to manage emotions (*The Power of Play*, White, 2012). And it's not just important for developing children—play strengthens families, enriches schools and childcare environments, supports positive workplaces, and helps build stronger, more connected communities.

Play is a powerful way for children to learn how to connect with others, think creatively, solve problems, and grow.



The Opportunity Ahead: A Future Free from Debt

As CMEC's popularity increased, there was no room to grow exhibits and programming, and our aging building faced costly maintenance and updates. When a new market tax credit became available, CMEC's supporters and staff saw an opportunity to create a larger, more cost-effective, and environmentally friendly facility. Through the sale of the original building, tax credits, and generous private and public funding, we raised over \$8 million of the total \$15.2 million project cost.

To bring our vision to life, we funded the balance through loans. Now, it's time to lift that financial burden so we can move forward with confidence—expanding programs, enhancing experiences, and ensuring that children and families will always have a place to learn through play.

OUR COMMUNITY CAME TOGETHER WHEN THE CHILDREN'S MUSEUM OF EAU CLAIRE WAS FOUNDED IN 2004, MAKING IT POSSIBLE TO SERVE OVER A MILLION VISITORS IN 20 INCREDIBLE YEARS. CONTINUED SUPPORT WILL ENSURE THAT CMEC CAN KEEP GROWING AND CREATING NEW OPPORTUNITIES FOR LEARNING THROUGH PLAY. —PATRICK REBMAN, CO-FOUNDER OF CMEC

BUILT FOR PLAY



24,000 square feet
of flexible space offers room
for future adaptation and growth
to serve our community best



A focus on **imaginative
and hands-on** play



150,000+ visitors
in just the first
18 months of opening



Frequent exhibit updates



Spaces designed for
different ages and abilities—
including the special needs of
neurodivergent children



400% growth
in family memberships
since opening

POWERED BY INNOVATION



100% carbon-neutral
structure



Uses **structural round timber**,
an innovative, sustainable
building material



308
solar panels



Renewable energy
construction & integration



31 whole tree columns



16 geothermal wells

THIS NEW BUILDING IN THE HEART OF DOWNTOWN EAU CLAIRE HAS TRANSFORMED THE LANDSCAPE—NOT JUST PHYSICALLY, BUT EDUCATIONALLY. IT'S A VIBRANT SPACE WHERE CHILDREN, FAMILIES, AND SCHOOLS COME TOGETHER TO EXPLORE, EXPERIMENT, AND GROW THROUGH HANDS-ON LEARNING AND SHARED DISCOVERY. —JILL HEINKE MOEN, CMEC MEMBER AND OWNER OF PLANETTE KIDS

Here's How You Can Play Your Part

For more than two decades, the CMEC has been an invaluable community resource. If each person who believes in the difference we make plays their part, we can raise the remaining \$7 million and put CMEC on a vibrant path to the future.

Help Put CMEC on a Sustainable Path

Over the last two years, the greater Eau Claire community has voted with its feet to show how much they value the new CMEC. We've heard time and again what a difference our resources make. We're thrilled to have successfully created a place that celebrates and supports the wonder of children's learning.

We're more than halfway toward paying off our building, but we need your help to finish strong. Every contribution, large or small, brings us closer to retiring our building debt, and allows us to focus on what matters most: **inspiring children, supporting families, and strengthening our community.**

With your support, CMEC can continue to be a vibrant place of learning and discovery—unburdened by debt and ready to grow. Let's invest in the future together.



To learn how you can be a part of CMEC's future, please contact:

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