

1. Statement of Need

The Mint Museum respectfully requests a \$21,611 IMLS Museums for America grant to plan a family interactive gallery for a new museum facility in Charlotte, North Carolina. Grant funding will allow the Mint to conduct a year of research, visitor panel studies, prototype development, family testing and formal assessments to design this exciting new space to maximize a family-friendly and engaging feel. This initiative addresses the MFA category of Engaging Communities.

Charlotte is the 21st largest city in the United States with a population of 664,342 and a six-county Metropolitan Statistical Area population of 1.6 million. Mecklenburg County is rapidly becoming more diverse, with significant increases in both the Latino and Asian populations (4% and 10%, respectively), while African Americans represent approximately 30% of the population. Charlotte is a booming city and the top moving destination in the country, adding about 1,200 new residents each week. The Mint Museum is growing along with Charlotte, with the construction of a new 145,000-square-foot, five-story museum in the center city opening in late 2010 as part of a vibrant campus of commercial, retail, residential and cultural facilities. One of the centerpieces of the new museum on South Tryon Street will be a 2,000-square-foot family interactive gallery, designed as a fun place for families to feel comfortable with art as they explore activities together. This special family space will help to make the new museum a destination for area families with children ages two to 10. This changeable family center will incorporate works of art from the permanent collection and hands-on activities, and serve as a family-oriented introduction to the whole museum.

The institution's mission statement reads: The Mint Museum is a unique gathering place for people to experience art through significant and varied collections, engaging exhibitions and innovative educational programs. The 2004-2009 Strategic Plan was developed by teams of staff, the Board of Trustees and members of the public over 18 months. The Strategic Plan emphasizes six key areas: Collections; Exhibitions; Educational Programming; Audience Development; Facilities and Expansion; and Development, Finance and Organization. Reviewed on a regular basis, the Plan was recently updated and refreshed to reflect the expansion and the new facility as well as new collections and audience development initiatives. The education goal stated in the Strategic Plan reads in part, "Create innovative educational programming that supports the unique gathering place concept and continues to provide engaging experiences to the full range of audiences, from novice to connoisseur." The proposed family interactive gallery will serve not only as a gathering place within the new museum, but will also provide a place for families to experience engaging and innovative educational programs together.

The Mint Museum embraces the core belief that art creates a unique experience which can positively transform people's lives, and this experience must be physically and intellectually accessible to the entire community—a crucial intent in a community as diverse as Charlotte. The Mint Museum will achieve its mission and artistic vision by focusing on a strategy of creating memorable, engaging experiences for all audiences through innovative programming and experience-enhancing facilities like the planned family gallery, thereby growing a core audience and building institutional capacity.

Like most art museums, The Mint Museum is generally perceived as a place geared more for adults than for children. Beginning in the 1990s, the Mint identified families as one of four targeted audiences for aggressive expansion of services, resources, programs, marketing and visitation (the other three target audiences are young professionals, K-college students, and active adults). Research has shown that individuals who came to museums as a child with their families are more likely to become regular museum visitors as adults. The social dynamic of family outings provides personal

intimacy and comfort for young children and their parents. With the reinstallation of the permanent collections at the Mint Museum of Art through a Lila Wallace Reader's Digest Collections Accessibility grant in 1995 and the opening of the Mint Museum of Craft + Design in 1999, family resource centers were first integrated into the facilities to appeal to this audience. These centers hold selected art objects and touchable artifacts, tools, games, puzzles, books and activities for families' use. Many ideas have been tested in these centers and will be incorporated and expanded upon in the new family interactive gallery. Particularly at the Craft + Design museum, the resource center on the mezzanine between two floors of exhibition galleries has been a successful area for families to pause, have a conversation and participate in an activity together.

In addition, over the last seven years The Mint Museum has reorganized the Education Department and tripled the number of formal and informal drop-in programs for children ages two to teens and their families. The public response has been tremendous, creating waiting lists for classes and summer art camps, 100 or more non-member attendees per drop-in activity, increased use of in-gallery games and interactives, increased requests for outreach resources, and new corporate support.

In 2006, the single largest demographic age group (21%) in Charlotte was children between 0 and 14 years. According to the Junior League of Charlotte, the city is the "seventh largest baby producing city in the U.S." so the Mint's potential young family audience will only keep growing. Also, Charlotte has a particularly high proportion of two-parent households with at least one child under 18 in which one parent stays home— 22.5%, compared to 15.4% for the United States as a whole. Because their children are not in a structured daycare setting, those parents tend to seek out family-friendly activities and amenities such as the planned family interactive gallery.

More and more art museums across the country are designing specific spaces for families to observe, discover, play and share together, keeping in mind the interactive and safety concerns of young families. Recent research on brain development has led to new interest and emphasis on informal learning in museums. In preliminary research and planning, Mint educators have visited or interviewed educators at the Art Institute of Chicago, the Denver Art Museum, the Frist Center for the Visual Arts, the High Museum of Art, the Dayton Art Institute, the Speed Art Museum, the J. Paul Getty Museum, the Jepson Center for the Arts, the Cummer Museum of Art and Gardens, the Montgomery Museum of Art, and ArtQuest at the Green Hill Center for North Carolina Art, among others. They have also reviewed the papers presented at the May 2002 conference "Interactive Learning in Museums of Art and Design" at the Victoria and Albert Museum in London, the June 2005 conference "From Content to Play: Family-Oriented Interactive Spaces in Art and History Museums" at the J. Paul Getty Museum, and research conducted by the Denver Art Museum. The Mint Museum's staff members are seeking ways to bring people together for genuine interaction and personal connections through art. A dedicated family interactive gallery will help accomplish this goal and serve a desired target audience. The aim is to create an intuitive space where the visitors drive the experience. The research noted above has shaped planning in the conceptual stage, and with the next phase described in this grant narrative, the focus turns to local potential users and the stories that can be elicited from the Mint's collections.

2. Project Design

The new center city museum facility where the family interactive gallery will be located will display the Mint's extensive holdings of American Art, Contemporary Art, and international Craft and Design. The family interactive gallery will provide an introduction to those collections through creative, collaborative play in a hands-on setting. This unique gathering space will not only be a family-friendly destination for socializing, exploring and playing, but will also serve as a catalyst for interactive learning throughout the entire museum. The term "interactive" is used in this grant

application as it has been defined by museum education consultants Marianna Adams and Thomas Mousouri: “‘Interactive’ refers to experiences that actively engage the visitor physically, intellectually and emotionally. An interactive learning environment is a dedicated space that provides a social environment in which to actively explore objects and concepts.”

According to Reach Advisors’ “Study of Family Visitation at Museums, Part III,” art museums were popular visits for 41% of the respondents when the oldest child is younger than two, but once the oldest reaches two, visitation drops to less than 35%. Families return to art museums as the children get older, with 44% of respondents whose oldest child is eight or older reporting visits. Mint focus groups have indicated the same trends. Parents have expressed concern about their young children not feeling welcomed in the museum environment, and their being disruptive to the experience of other museum visitors. The purpose of the new family gallery is to help families with children ages two to 10 feel comfortable with art, and to encourage the development of a visual language through play. In such a space children can roam safely and more freely than in a traditional gallery. Learning is free-choice with different types of activities leading to almost endless possibilities for play, stories and interaction. The new space also will meet a need for quality cultural education in the region, encourage repeat visitation, and increase the number of Mint family members.

Inspired by the new museum’s center city setting, home to residential neighborhoods and condominiums, cultural facilities, corporate offices, retail stores, and sports and park facilities, the family gallery will incorporate approximately five areas that replicate the feeling of a diverse urban neighborhood. Each zone in the “neighborhood” will explore the permanent collections through the use of “cool,” “warm” and “hot” activities, as defined in the paper *They Are “Content to Play”*: *Creating Responsive Interactive Spaces* by Cynthia Moreno and Beverly Dywan of the Speed Art Museum, presented at the 2005 conference at the J. Paul Getty Museum. Cool interactives like puzzles and building activities are cognitive in approach, requiring focus. Warm activities are interpersonal in nature, and can be utilized by multiple people at once. Hot activities are the very popular activities that are kinesthetic and often involve technology. In addition to the activity zones, a station providing tools like family fun guides, backpacks and guided family tours will further facilitate a family’s journey throughout the entire museum.

The proposed zones will include: **Bearden Collage House**, exploring the artwork of renowned Charlotte-born collage artist Romare Bearden and his *Mecklenburg Memories* series; **Ida’s Shape and Color Corner**, for children ages four and under, exploring color, shape and line through the work of Southern artist Ida Kohlmeyer; **My Mint Museum**, a gallery space in which visitors become the creators, curators and the artwork itself through activities based on permanent collection art and objects; **Creation Station**, a studio and exhibition zone stocked with “clean” art materials for drop-in art-making; and a **Virtual Art Installation**, a commissioned work of art utilizing movement and projection in a technologically-responsive environment. For the purpose of this grant, the monies requested will be for the research, creation and testing of prototypes for the first three activities: Bearden Collage House, Ida’s Shape and Color Corner, and My Mint Museum.

Bearden Collage House

The works of renowned 20th century collage artist Romare Bearden (1911-1988) are among the most significant holdings of The Mint Museum. The Mint owns the largest public collection of Bearden’s work, from small sketches to prints, paintings and magnificent collages. Bearden was born in Charlotte, and although his family moved north when he was very young, he returned to Mecklenburg County to spend summers with his great-grandparents. Fond memories of these times culminated in Bearden’s series *Mecklenburg Memories*, which richly illustrates his African American and Southern heritage. Recurring motifs in this series include interiors and exteriors of “shotgun” houses, guitars and music, gardens, roosters and other farm animals, household pets, and the train, a

symbol of the great migration north. The narrative quality, powerful aesthetics and themes of community and home make the work of Romare Bearden a natural for the family interactive gallery. The Mint has had many successes with programs and curricula based on Bearden's art for family and school audiences, and Mint educators look forward to taking these ideas to the next level.

A life-sized magnetic collage activity will invite visitors to enter the world of Romare Bearden's collage *Evening of the Gray Cat*. This work in the Mint's collection depicts the interior of a small house, where a kettle sits on a pot-bellied stove and a gray cat lies curled up on a stool. A man in a bright green suit plays a guitar while a woman slices a watermelon on a kitchen table in the background. Typical of Bearden's work, the painting incorporates both brilliant and muted colors, solids and patterns, and cut-out shapes assembled to create a form, a figure, a lamp, a musical instrument and furniture. Near the painting, young visitors will be able to enter a three-dimensional replica of this interior scene, a suggestion of a shotgun house. Here they can manipulate Bearden's motifs and reconstruct the setting using large-scale two-dimensional collage materials and life-size three-dimensional objects like a butter churn, a lantern, table and chairs, and a window with curtains. This activity will encourage imaginative play by multiple users. Families can reminisce about favorite tunes and summer treats, and they can explore the art of collage and address the use of the principles of design in art.

Ida's Shape and Color Corner

Charlotte is home to a significant number of families with young children, and the Mint continues to see the number of strollers at family programming grow exponentially. A dedicated space for the youngest visitors is an obvious choice for the family interactive gallery. Ida's Shape and Color Corner will provide a safe environment for children to explore, crawl, climb and learn art basics. In this contained environment for children ages four and under, benches will enclose the area and provide ample seating for adults. A dropped ceiling will suggest a more intimate environment, and tactile sculptural components will encourage creative play through moving, building and climbing. Children and adults will enter a whimsical, touchable version of the vivid, shape-filled world of Ida Kohlmeyer's abstract canvases. Walls, ceiling and floor will come to life as the entire space becomes an extension of her *Composition 93-20*, a painting utilizing bold colors and strong linear marks to create a personal vocabulary of shapes and symbols in a loose grid-like pattern. Imagination will abound as children manipulate, stick, stack, sort and organize soft-sculpture versions of Kohlmeyer's organic, geometric, and not-quite-recognizable shapes. The toddler-friendly interactives will be wall-mounted and freestanding.

A Louisiana native, Ida Kohlmeyer (1912-1997) came to art late in life, attending college to study painting only after raising her children. She studied under Hans Hoffman, and was greatly influenced by the Color Field paintings of acquaintance Mark Rothko. In the Mint's collection since 1994, *Composition 93-20* has been the impetus for teaching many museum classes, tour groups and summer art camp participants about basic art elements and principles of design. The painting has proven to be a captivating and enticing work of art for children of all ages.

My Mint Museum

This nook will recreate the feeling of a museum gallery space where the visitors become the creators, the curators and the artwork itself. Components may include a large "painting" with cut-outs for several faces so that visitors can become part of a painting; dress-up costumes and a picture frame structure for an artwork reenactment; step-up risers for visitors to stand on and become sculptures; empty cases and baskets of building materials for visitors to create their own sculptures or teapots for display on the case; and a portrait-building activity borrowing features from portraits in the collection. Sources for these activities range from 18th century portraits by Gilbert Stuart to a 19th century picnic scene by Jerome Thompson, and from ceramic sculptures by Michael Lucero to

funky trompe l'oeil teapots by Richard Notkin. My Mint Museum will celebrate the diversity of the permanent collection while playfully countering the perception of a traditional museum setting. The variety of “hot,” “warm” and “cool” activities will allow both collaborative and individual exploration. Testing of the prototype for this zone will allow experimentation with simple puzzles, games and building activities created in-house by museum staff. These components will be tested within the structure prototype created by Studio Displays, Inc., an exhibit fabrication firm.

Visitor Panels & Consultants

The Mint Museum has a long history of forming community advisory groups, focus groups and ad hoc audience panels. An institutional belief is that the ability to listen closely and respectfully to one's customers is part of good planning. The IMLS MFA grant project will involve the refinement of the design and themes of the family interactive gallery zones through listening to and testing with three visitor segments: current Mint member families who have children in the targeted age range, non-member families who have attended drop-in activities at the Museum over the past year, and potential family visitors solicited through the Mint's work with partner organizations such as the Public Library of Charlotte & Mecklenburg County, Children's Theatre, the Charlotte Chapter of The Links, Inc., the YMCA, the YWCA, and neighborhoods. A professional consultant will facilitate the work with the visitor panels. In order to take this research directly to where young children and families are, the sessions and prototype testing will take place at the unique children's library and children's theatre called ImaginOn in the center city as well as one regional branch library. In this manner, the study ensures a wide-ranging representation— reflecting the community's increasingly diverse populace— and underscores the true focus on families.

The concept of the family interactive gallery has similarities to the Montessori approach of self-directed learning. There are several Montessori pre-K and elementary schools in Charlotte. A leading Montessori teacher and trainer of Montessori teachers will serve as a secondary consultant, reviewing the Mint plans, activity zones, furnishings, and signage prior to the family evaluations.

Between 20 and 35 families (55 to 70 children) will be invited to participate in this research project. There will be a total of three events with the visitor panelists: one completing a survey at home, one requiring the families to spend time at ImaginOn or the branch library testing the prototypes, and the last requesting parents' general input at the Mint Museum of Art. By the beginning of the project, September 1, 2008, names of families willing to serve on visitor panels will be confirmed and a survey of parents will be conducted in October. The parents will be informed of the goals for the new family interactive gallery, and the purpose and importance of their participation in helping shape key activities within it. Parents will be surveyed individually about their families' habits, choices of group activities, the cultural activities they participate in and why, their balance of learning and play activities, what they would like to see in a family interactive space at the new museum and their likelihood of visiting. The survey will be either paper or online for convenience. The survey instrument, facilitated observations and interviews during prototype testing, follow-up meetings, assessments and final report will be directed by the primary consultant with input from Mint staff.

Between November 2008 and March 2009, the comments and responses from the parents will be discussed and analyzed. Utilizing this input, prototypes of three of the specific activity zones will be commissioned from a local exhibit fabrication company, along with examples of graphics and simple signage. The prototypes will be the size, scale and quality of materials that are envisioned for the actual family gallery space, but portable to be transported to the testing locations. Over several sessions in March and April 2009, the visitor panelists and their children will be convened at ImaginOn and the library branch to try out and play with the activity models, and assess if the Mint listened and delivered to meet or exceed their expectations. The prototypes will be tested for user-friendliness, accessibility, safety and interest. Time tests of children's interests and their undirected

activities and unscripted conversations will be observed and recorded. The consultant will ask parents and older children key questions, including: *Do the themes and activities reflect what the parents asked for and value? Were the themes and activities catalysts for family conversations? Were the prototype activities engaging for the children? Was it intuitive, so few or no instructions were needed for the parents and children to understand and be engaged? Were the toddler activities engaging for that age group, and were there activities that engaged the 10-year-olds? Were there changes in families' knowledge of art? Were there changes in children's skills, behaviors or attitudes as a result of engaging with the interactives? Is enough interest sparked by the activities to motivate the families to visit the museum galleries?*

Between two and five families will test the three prototypes at a time, depending on the size of the library spaces where the activities will be installed. Multiple families exploring the activities will permit the consultant and staff to observe the children interacting within the family unit as well as with other children, and will ensure that no parent directs a prescribed response. There will be a brief verbal follow-up at the conclusion of each experiential session. After a day of evaluation at *ImaginOn* and the branch library, staff will reassess with the consultant to see if the number of family participants should be changed before the final day of prototype testing back at *ImaginOn*.

The visitor panelists will be surveyed a third time about broader issues of museum hours, family/household membership levels, and other issues to assist the Development Department in their planning for a future membership campaign and marketing. This will take place in May at the Mint Museum of Art, with supervised art activities provided for the children while the parents meet with the consultant and staff. After this assessment project, the three prototypes and mock activities will be reused in prominent public spaces in an awareness-building promotional campaign and in membership drives leading up to the grand opening of the new center city museum. Components also may be incorporated in the final designed family space.

This project is entirely about visitor input and evaluation of ideas and components proposed for the new center city museum's family space. The effectiveness and potential success of the new family zones will be evident from the responses of the visitor panelists. From May through August 2009, further adjustments and refinements will be made to prototypes, activities and graphics based on their assessments and experiences. These alterations will lead to final design development beginning in fall 2009, after the grant period has ended, and fundraising for actual implementation.

3. Project Resources

The family interactive gallery research, prototyping and testing phase requested in this IMLS MFA grant will take 12 months: September 1, 2008 through August 31, 2009. Implementation of final design and installation will take place from fall 2009 through fall 2010 with additional funding. The project manager will be the Director of Education, Cheryl Palmer. Ms. Palmer has headed the Education Department at the Mint for 29 years and is part of the senior management team. She is a member of the Building Committee working on the design and plans for the new center city museum. She is active on the board of the American Association of Museums' Standing Professional Committee on Education (EdCom), and is a member of the National Art Education Association and the Southeastern Museums Conference. Family Programs Coordinator Leslie Strauss will handle daily responsibilities around the planning and design of the family gallery. Ms. Strauss has two active daughters under age five, and is a painter and ceramic artist. She has been on staff at the Mint for eight years, and has spent the last three years developing hands-on gallery interactives, family guides and family activities and classes at the Museums. Carolyn Mints, Director of Community Relations, has led many outreach initiatives at the Mint since she arrived in 1994. She has facilitated advisory committees for numerous exhibitions and projects, and she represents the Museum for groups as diverse as the Black Professional Network of the Charlotte Chamber and a social capital-building initiative entitled *Crossroads Charlotte*. She has an interest in area youth and families and the Museum's

accessibility and services to these groups, and this has led to numerous Mint partnerships with neighborhoods and civic, educational, cultural and social organizations. As a staff member of the Building Committee since its inception in March 2006, Ms. Palmer has dedicated hours every week to researching, planning and recommending amenities and educational initiatives for the new museum facility. Since late 2006, Ms. Strauss and Ms. Mints have also dedicated a portion of their ongoing duties to planning audience development and educational initiatives anticipating the new facility. Current programs, audience surveys and outreach are being designed to build and carry target audiences to the new location.

The project facilitator will be consultant Linda Christopherson of Linda Christopherson & Associates. Ms. Christopherson has over 20 years experience working with clients in change leadership, strategic planning, group facilitation, coaching and evaluation. She is the Director of the Executive Leadership Institute at the McColl Graduate School of Business at Queens University of Charlotte. She has assisted The Mint Museum, the Charlotte Symphony Orchestra, the Council for Children's Rights, and other non-profits. The secondary consultant will be Sherry Herbert, a Primary Montessori Teacher at Park Road Elementary School and co-Director of Montessori Teacher Education at Charlotte, a program for training certified Montessori teachers. She has been a Montessori teacher for more than 25 years and was selected as Charlotte-Mecklenburg's Teacher of the Year for 1998. Ms. Herbert has worked particularly with children from birth through 6th grade.

Prototypes will be created to Mint specifications by Studio Displays, Inc. Since 1980, this innovative firm has produced numerous exhibit projects for museums, visitor centers and other cultural attractions. They specialize in fabricating a wide variety of interactives, from simple mechanical elements to computer-based interactives. Their North Carolina clients include the Greensboro Children's Museum, and Discovery Place and the Levine Museum of the New South in Charlotte.

A Museums for America Grant will offset the costs of consultant fees, assistance by two college interns, prototype creation and transportation to sites, supplies and materials, and graphic design. The Mint Museum's primary cost-sharing will stem from staff time devoted to the project. The Mint will also contribute one-year household memberships to families who participate in the surveys and tests. The use of spaces for prototype testing at ImaginOn and the regional library will be donated.

4. Impact

The City of Charlotte's political, business and cultural leaders have worked diligently to build the center city into a vibrant, round-the-clock destination. The new Mint Museum site is part of a public-private project that will also host a new Wachovia Corporation tower, retail, condominiums, and a cultural campus with a 1,200 seat theater, a new modern art museum, and the relocated Afro-American Cultural Center. Within a block of this complex are the Convention Center and the site of the future NASCAR Hall of Fame, slated to open in 2010. The cultural campus with the new Mint Museum will anchor one end of the cultural mile running along Charlotte's main street. This center of energy, combined with the exceptional growth of Charlotte and the surrounding area, ensure that the new museum will be a hub of activity. Families with young children represent an increasing segment of the region's demographics, and their demand for quality events, resources and activities will continue to grow. The new family interactive gallery will be a unique attraction, transforming perceptions of The Mint Museum and opening the doors to a new and important art audience. With the rare luxury of a year of dedicated research, development and testing models with diverse local families provided through an IMLS MFA grant, the final design of family-friendly and engaging art activities will guarantee success and demonstrate the institution's commitment to its constituents. The completed family interactive gallery will serve as a lasting legacy of IMLS' investment in the planning process—countless families will utilize, enjoy and learn from the art-focused space for years to come.

BUDGET FORM: Section B, Summary Budget

	\$ IMLS	\$ Cost Share	\$ TOTAL COSTS
1. Salaries and Wages	\$748.00	\$26,962.00	\$27,710.00
2. Fringe Benefits			
3. Consultant Fees	\$5,500.00		\$5,500.00
4. Travel	\$300.00		\$300.00
5. Supplies and Materials	\$1,063.00		\$1,063.00
6. Services	\$14,000.00		\$14,000.00
7. Student Support			
8. Other Costs		\$3,360.00	\$3,360.00
TOTAL DIRECT COSTS (1-8)	\$21,611.00	\$30,322.00	\$51,933.00
9. Indirect Costs			
TOTAL COSTS (Direct and Indirect)	\$21,611.00	\$30,322.00	\$51,933.00

Project Funding for the Entire Grant Period

1. Grant Funds Requested from IMLS	\$21,611.00
2. Cost Sharing:	
a. Applicant's Contribution	\$30,322.00
b. Kind Contribution	
c. Other Federal Agencies*	
d. TOTAL COST SHARING	\$30,322.00
3. TOTAL PROJECT FUNDING (1+2d)	\$51,933.00
Percentage of total project costs requested from IMLS	42 %

*If funding has been requested from another federal agency, indicate the agency's name:

Mint Museum of Art, Inc.
IMLS 2008 Museums for America Grant
Family Interactive Gallery
Schedule of Completion

September 1, 2008

Project begins. Names of families willing to serve on visitor panels are confirmed. The primary project consultant/facilitator (Linda Christopherson) is involved from this point all the way through to the end of the project.

October 2008

Survey of parent panelists is conducted. They are queried individually about such topics as their choices of group activities and what they would like to see in a family interactive space at the new museum.

November 2008 - March 2009

Comments and responses from the parents are discussed and analyzed. Utilizing this input, prototypes of three of the specific activity zones are commissioned from an exhibit fabrication company, along with examples of graphics and simple signage. The secondary project consultant (Sherry Herbert) reviews plans prior to family evaluations.

March to April 2009

Over several sessions, the visitor panelists and their children are convened at ImaginOn and a library branch to try out and play with the activity models, and assess if the Mint listened and delivered to meet or exceed their expectations. The prototypes are tested for user-friendliness, accessibility, safety and interest. Time tests of children's interests and their undirected activities and unscripted conversations are observed and recorded. The consultant asks key questions of parents and older children.

May 2009

Visitor panelists are surveyed a third time about broader issues of museum hours, family/household membership levels, and other issues to assist the Development Department in their planning for a future membership campaign and marketing. Session takes place at the Mint Museum of Art, with supervised art activities provided for the children while the parents meet with the consultant and staff.

May - August 2009

Further adjustments and refinements are made to prototypes, activities and graphics based on their assessments and experiences. These alterations lead to final design development beginning in fall 2009, after the grant period has ended (on August 31, 2009), and fundraising for actual implementation.