

DELAWARE CHILDREN'S MUSEUM

Wilmington, Delaware

In April of 2010, Delaware Children's Museum (DCM) opened its doors to the public. The 37,000 square foot building includes 13,000 square feet of indoor exhibit space and approximately 3,000 square feet of school group and gathering space.

MR-ProFun was retained in 2008 to assist the Executive Director and the Board of Directors in the development of a business and preliminary operating plan. Although there was a market study that had been developed by another firm, the study need to be vetted and a more detailed business and operating plan needed to be developed. The developed business and operating plan was the road map on how the organization was going to grow, manage, open, and operate the children's museum.

In 2009, MR-ProFun was engaged again by DCM to help execute the opening of the children's museum. Some of the key activities that MR conducted during this period included:

- Strategic plan
- Developing and implementing orientation and training programs for all staff.
- Developing standard operating procedures.
- On-site assistance with opening the museum.
- Assistance with developing marketing and ticket sales programs.

- Strategic Planning
- Business and Operational Planning
- Pre-Opening Support

