



House Capital Budget Subcommittee Testimony March 9, 2011

The National Children's Museum (NCM) thanks the State of Maryland for its combined support of \$12 million over the past three years. We truly appreciate the State's ongoing commitment to this new institution. Today, we are asking for the Committee's support of the Governor's Capital Budget request of \$3 million for the National Children's Museum. We believe the museum will become the "jewel in the crown" for Prince George's County, serving the children and families of the County, the State and the country.

Project Overview

The new, state-of-the-art children's museum will be built at National Harbor in Prince George's County, Maryland. The total project cost is \$182 million, with the first phase of construction costing \$111 million. To date, \$72.9 million is committed, over 65% of the goal. In our testimony last year, we reported Phase One groundbreaking was scheduled for 2011 with the Phase One opening in 2013 and Phase Two opening in 2015. Today, one year later, we continue to be on track with this schedule and this budget, based on the continued support of the State, Prince George's County and the federal government. We have provided the necessary match for all public sector funds to date, and have the match in hand for this request. We have developed a fund raising plan to assure reaching our private sector goal of \$8.5M in 2011. In addition to our commitment to the State for this timetable, we also have a contractual obligation with the developer to break ground in December 2011 followed by construction. The deferral of State funds at this time would critically undermine our ability to break ground this year and open the Museum.

NCM's mission is to inspire children to care about and improve the world. NCM is projected to attract over 600,000 visitors annually – seventy-five percent of who will come from Maryland and the region. While we are a national institution, our museum is committed to serving, first and foremost, the children and families living in Maryland and the region. NCM is active in the community today – onsite, online, and through partners and programs.

NCM's Economic Impact in the State of Maryland

Over the course of the Museum's development, NCM will support more than 1700 jobs (annual job equivalents) in Prince George's County and nearly 2,000 statewide. These jobs are associated with approximately \$100 million in wage and salary income and nearly \$200 million in augmented business sales in Prince George's County alone. During the Museum's construction phase, local and state government will also experience positive fiscal impacts. Prince George's County coffers will be bolstered by more than \$1.8 million, while the State of Maryland will experience nearly \$4.7 million in additional tax revenue collections.

Once operating, the new Museum will support 130 jobs statewide with related annual income approaching \$7 million and business sales worth \$13 million. The Museum's operations will also bolster both local and State income; Prince George's County annual tax revenues will increase by over \$320,000 once the museum is operational, while the annual fiscal impact for the State is estimated at \$1 million.

NCM Benefitting Maryland Communities and Schools

For the past six years, NCM's active *Museum Without Walls* program and the Education Department has provided a variety of programs, workshops and travelling exhibits to children and families throughout the State and the region. In fact, we have served over 200,000 just last year. NCM is serving children throughout the state by extending the walls of the Maryland classrooms through museum visits, afterschool programs, outreach, on-line programs, teacher professional development, traveling trunks, and the Center for Learning and Innovation.

NCM is a trusted resource in the region supporting early childhood professionals with MSDE-approved core knowledge workshops, supporting the Prince Georges' Early Childhood Interagency's annual conference with classes and demonstration stage, and supporting M-NCPPC Parks and Recreation summer professional development. Based on these Maryland developed programs, NCM is already providing support to literacy professionals as far away as Indianola, Mississippi. All of NCM's training and programs are developed with Maryland professionals and then become available as needed to other organizations across the country.

NATIONAL CHILDREN'S museum

Members of Congress welcome *Sesame Street* to their new home at the National Children's Museum, Kennedy Caucus Room, February 3, 2011

L-R: Gary E. Knell, President & CEO, Sesame Workshop; U.S. Congressman Jim Moran;
Sesame Street's Elmo; Kathy Dwyer Southern, President & CEO, NCM;
U.S. Senator Daniel K. Inouye; Irene Hirano Inouye; U.S. Senator Benjamin L. Cardin



"This is a great day, and as Chairman of the Appropriations Committee ... Working together with [Senator] Barbara [Mikulski] and with brother [Senator Benjamin] Cardin, I can assure you that whatever funds you need will be forthcoming."
U.S. Senator Daniel K. Inouye, HI

"I was so happy when the National Children's Museum decided to make its permanent home at National Harbor. You're a welcome addition to Maryland, and I know that your presence will enrich the lives of countless children in our community."
U.S. Senator Barbara Mikulski, MD

"Early childhood education is an important priority of the Administration, and we know how important supportive learning opportunities are for a child's development and later success in school. The National Children's Museum is an important leader in early childhood and elementary school-age learning programs, and I know that through this partnership with *Sesame Street*, they will continue to be at the forefront both regionally and nationally. As Americans, we believe our children can achieve anything, and now more than ever before, the National Children's Museum will be, indeed, a special place to realize that dream."

U.S. Secretary of Education Arne Duncan

"The reality is that funding for efforts like the NCM, *Sesame Street*, for public broadcasting, for any number of things that the American people have been able to take for granted is now dependent on the leadership of the United States Senate. ... [Senator Inouye] is the Chairman of the Appropriations Committee. As an appropriator myself, I can say that he is the most important person on all of Capitol Hill. ... The fact that he is here underscores what a priority this is."

U.S. Congressman Jim Moran, VA



U.S. Senator Benjamin L. Cardin greets *Sesame Street*'s Elmo and NCM President & CEO Kathy Southern



Founding Campaign Report

Federal Government Support through January 31, 2011

FISCAL YEAR	National Capital Arts & Cultural Affairs	DC TITLE 1	Office of Housing & Development	National Endowment for the Arts	
2003	\$ 273,418	\$ 149,025	\$ -	\$ -	\$ 422,443
2004	255,150	500,000			755,150
2005	315,511	500,000			815,511
2006	423,003		148,800		571,803
2007	366,935				366,935
2008	268,194				268,194
2009	291,605				291,605
2010	292,477			30,000	322,477
2011*			594,000		594,000
TOTAL	\$ 2,486,293	\$1,149,025	\$ 742,800	\$ 30,000	\$ 4,408,118

* For 2011, HUD grant approved and in final comment period.
 New NCACA request of \$295,000 applied for, notification in May/June 2011.

**Federal Support Received \$4,408,118 = \$3,229,093 for construction and operations
 \$1,179,025 for operations**

New Federal Goal \$10,000,000