Hands On
Children's Museum
INSPIRED LEARNING FOR ALL
WSECU



Hands On Children's Museum

Safe Start Museum Reopening

Patty Belmonte, CEO

Operations Overview



- 323,000 visitors served in 2019—More visitors for our community size than any of the nation's 300 children's museums
- 2 Closures -- Mid-March & Mid November
- Reopened in mid-July with preschool, camps and low-capacity visitation. About 20% of previous occupancy
- Safely operated for 4 months serving 33,438 with no reported COVID incidents among visitors or staff
- Safe operating efforts focused on face coverings, distancing, hygiene and airflow

Sensory-based Early Education



- Young children learn best through hands-on activities, trial and error, play and sensory exploration.
- Young children, under age 8, learn less effectively online.
- Low-income families most challenged during COVID crisis. Museum maintained commitment to Access programs.
- **About 4,000 visitors were served through free/reduced programs including EBT card admission during 4 months.**
- **Alternative Service** - STEAM creativity kits. Distributed over 8,000 to date through schools, libraries and community organizations in six counties – Grant Funded



Preparing for Reopening Based on Best Practices

HOCM Safe Start Health Advisory Committee Volunteers

- Barbara Soule, *RN, MPA, CIC, FSHEA, FAPIC* , **Infection Prevention Specialist** (HOCM Board Member & Committee Chair)
- Marsha Tadano Long, **former Director and Risk Assessment Lead** for Washington State Dept. of General Administration (HOCM Board Member)
- Britta Denman, *DO,* Capital Medical Center, **Infectious Disease**
- Jeanette Lee, South Sound Radiology, Business Administration
- Courtney Nevitt, *MD,* **Internal Medicine & Contact Tracer,** Thurston County
- Ed Steinweg, *MD,* Mary Bridge **Pediatric Urgent Care**
- Lasha Steinweg, *RN,* Retired **Pediatric Nurse**
- Brad Stephens, *MD,* **Olympia Pediatrics**

Preparing for Reopening
Assessing the Facility

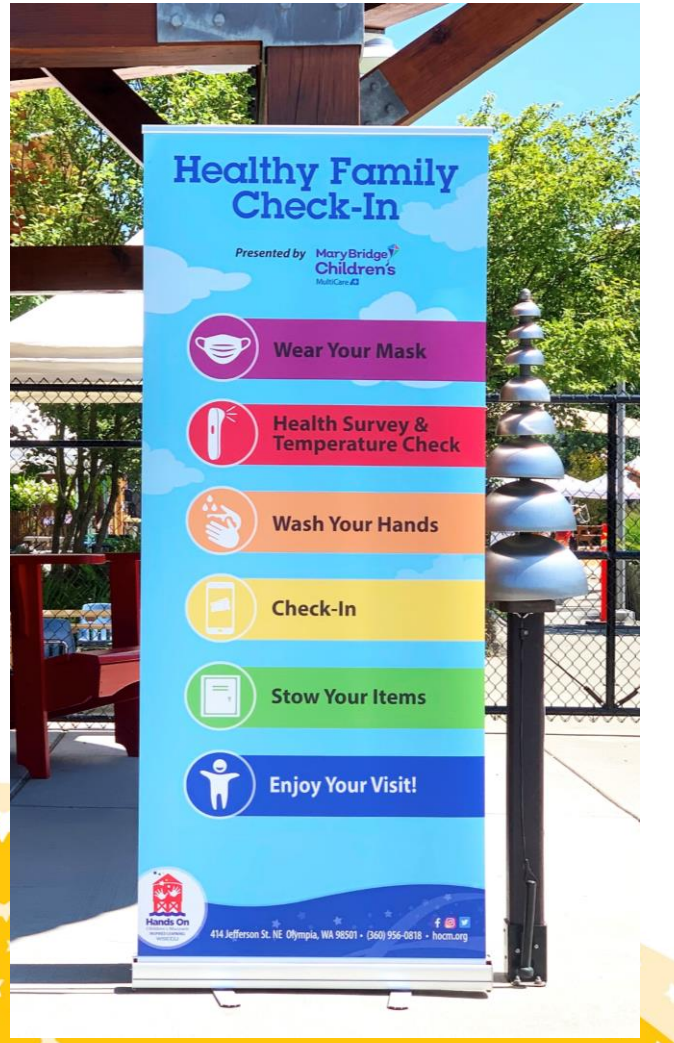


- Café transformed into Healthy Family Entry; handwashing stations & health surveys
- All exhibits/props that couldn't be easily sanitized or withstand intensive cleaning were removed
- New lower-touch exhibits constructed
- Invested $75K in Museum deep clean, HVAC scrub, UV light added to air intake, installed 5 new handwashing stations, modified front desk and other exhibit spaces for distancing

Mary Bridge MultiCare Sponsored Healthy Family Check-in

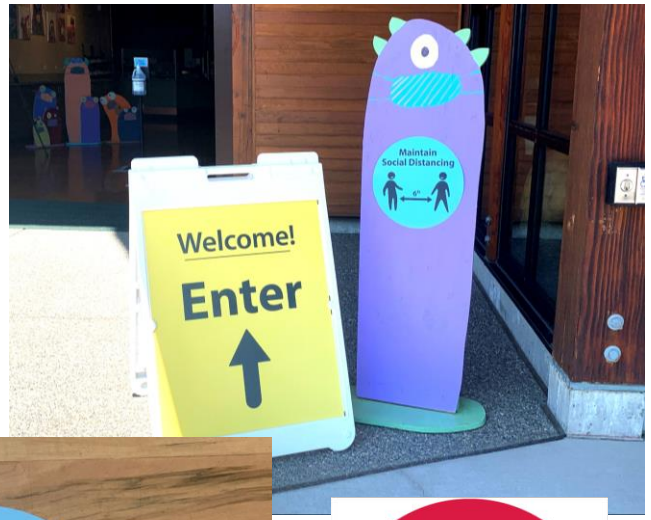






- Face Coverings
- Temp check
- Handwashing on Entry
- Sanitizing stations
- Health Survey

Operating Safe Visit Sessions



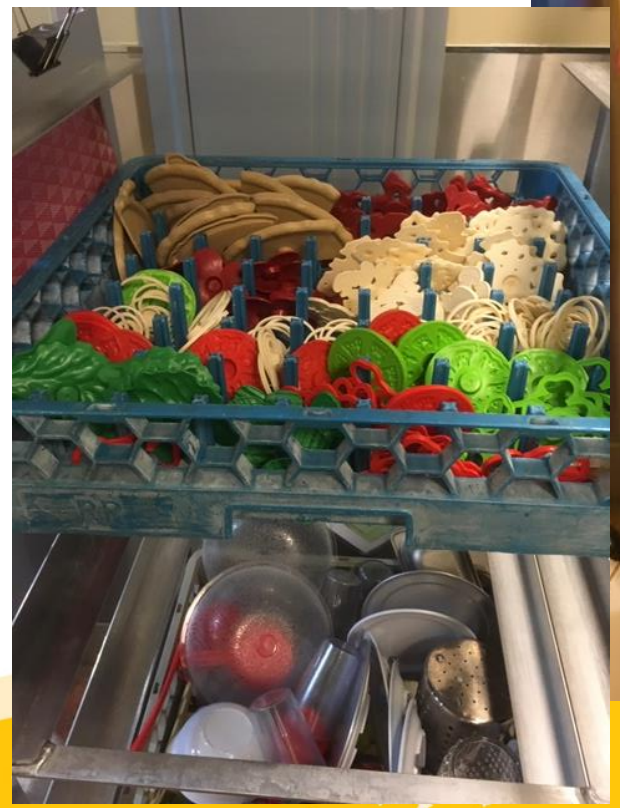
- Pre-registration 2-hour timed entry sessions
- 30 family cohorts (125 people max) 15% of building capacity
- Distancing decals – 1-2 family groups per exhibit/gallery
- Mandatory face coverings - museum-wide reminders
- Maximize air flow with open doors, windows & fans
- Emphasis on hand washing & sanitizing
- One-way entry and exit
- Staff training to ensure distancing & mask compliance
- COVID Site Supervisor during all open hours







Operating Safely Interactives





- Guests enter with clean hands
- Props replaced after each session
- Props washed in a food safe sanitizer
- Props air-dried on racks
- All touch surfaces cleaned continuously
- Children receive single use materials
- Outdoor props rotated each night

Solicited Feedback from Visitors & Staff

Question	Strongly Agree	Somewhat Agree	Strongly Disagree
I feel safe coming into the museum with the new Healthy Family Check In procedures.	87	2	1
The museum was easy to navigate with new social distancing signs.	63	5	1
The 2-hour playtime was enough time to see the museum.	61	18	1
My child(ren) had a good time today.	88	1	1
I would recommend to my friends to visit the museum soon.	86	3	1

**The one strongly disagree eval was a protest as this visitor did not want to wear face coverings or follow protocols*

Feedback from Visitors

“It was fantastic. Staff was amazing. They do health checks upon arrival. We spent much of our time outside. Everyone was wearing masks (awesome job guys!)... The staff was cleaning surfaces. Families were very respectful of social distancing and only one family at a time in exhibits. It also wasn’t crowded so lots of space to distance. Great job Hands On!”

– Posted on Facebook by Brandy,
Reopening of the Children’s Museum

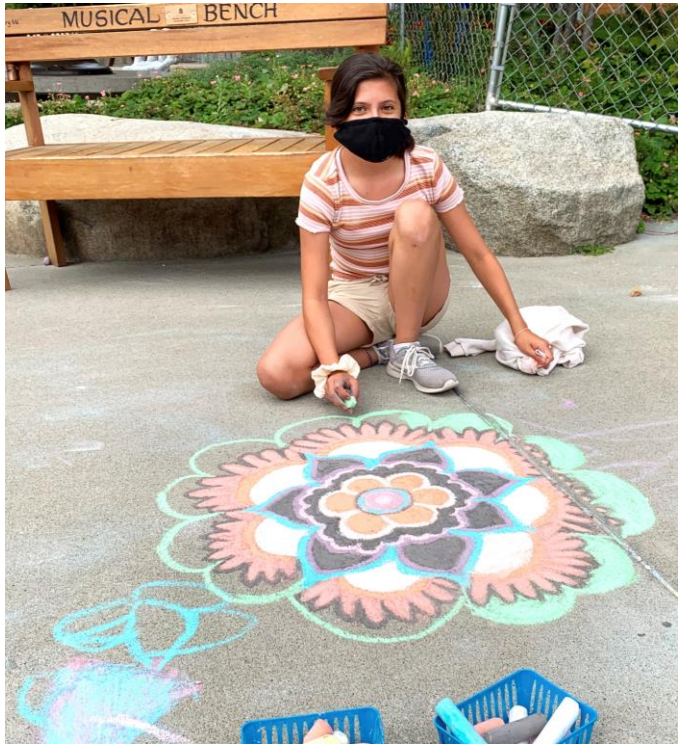


Feedback from Visitors

"Just wanted to thank you all so much for the effort you put into reopening. I was a little hesitant to visit, but you've got it down. From the additional hand washing to the social distancing and guest capacity reminders, it was just an impressive operation all around. Thank you!!" *Victoria*

"Thank you for taking precautions, but not making them the centerpiece of the experience. Lovely balance and well done."

"Thank you for offering this wonderful summer program! Rebecca & staff are constantly cleaning... It was awesome, only 33 families are allowed in…A really well-done reopening!"



The Challenge
Operating Successfully But Losing Money



Earned Revenue was down 84%
YOY Mar 1 – Dec. 31, 2020
Contributed Revenue held steady

Operating Challenges included the 6-month closure, limited capacity & suspended business lines

- **Visitation Capacity Restricted to 20%**
- **Preschool & Camp Attendance Restricted**
- **Café Service Suspended**
- **Field Trips Suspended**
- **Birthday Parties Suspended**
- **Private Event Business Suspended**
- **Adult Science Nights Suspended**

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For More Information

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