




Trapezeum
trapezeum.ca

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TRAPEZEUM

SARNIA'S CHILDREN'S MUSEUM

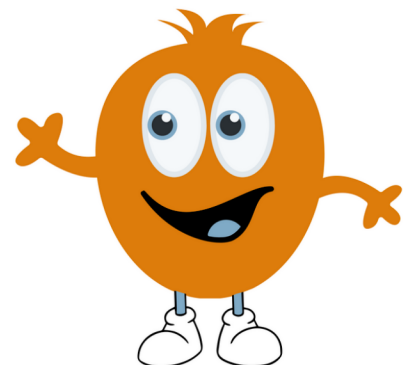
2023

A place to learn, explore, and have fun.
With hands-on experiences for children
and their families.



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INTRODUCTION

I am starting Trapezeum: Sarnia's Children's Museum to provide a place for families with children of all ages to explore, learn, and discover. It will offer educational programming to encourage hands-on, experiential learning.

As a parent in Sarnia, I often find that I have to visit other municipalities for rewarding and educational experiences for my children. We have made day trips to various Children's Museums in different cities on both sides of the border. There clearly is a need for a local place where children can learn, play, and explore without having to leave the city.

I am a certified teacher with twenty years of experience inside the classroom. I want to continue using my training and knowledge to provide educational opportunities to the families of Sarnia in a fun and engaging way.

This document will detail the plan and mission for Trapezeum: Sarnia's Children's Museum.

Kevin Wilson

Executive Director - Trapezeum



A Brief Story About The Company



ABOUT US



Trapezeum: Sarnia's Children's Museum is a non-profit organization that aims to provide a space for children to explore, discover, learn, and have fun. We plan to start with programming in various locations across the community. This will help us reach a variety of families and gain valuable information about what the community would like to see in their local children's museum. Next, we will work on creating a space of our own with a building that will fit the needs of all we wish to accomplish.



ADDRESSING A NEED

The Lack of Kid-Friendly Places in Sarnia

There are very few opportunities for children to freely engage in hands-on, unsupervised play. Many of the activities children are involved in on a daily basis have an overabundance of structure and critique built into them. This is true for school, organized sports, and various other programming such as music lessons and dance classes. Children need the chance to explore without interference or interruption. A children's museum is a special place that is welcoming and inviting.

Engagement

Imagine children immersed in activities without adult instruction and supervision. Children will explore and create when given the space and materials to do so.

Social Development

Imagine children playing side-by-side without the need for adults orchestrating the interactions. They will work through things themselves.

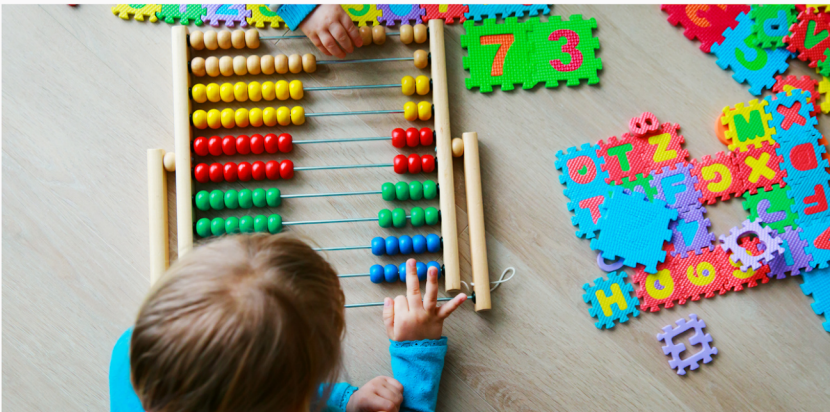
A Place Just For Them

Imagine a fun place that provides an environment for children to develop the foundations for academic and personal success. It's both challenging and fun at the same time. It's the kid-friendly space they need.



VISION

Trapezeum will provide children and their families with extraordinary hands-on learning experiences in a distinctly child centered environment.



MISSION

01

We create learning experiences across the arts, sciences, and humanities that have the power to transform the lives of children and families.

02

We encourage children to take charge of their own learning by following their innate sense of wonder, discovery, and creativity.

03

We will collaborate with other institutions and organizations to create partnerships which will leverage the positive impact of our museum.

04

We will provide a safe, clean, friendly, fun, efficient, and engaging visitor experience that is affordable and accessible.



INDUSTRY OVERVIEW

Children's museums are unique spaces where children and their families can have fun while learning. Children set their own pace and work through activities in an open-ended, hands-on way.

First Children's Museum

The Brooklyn Children's Museum was founded in 1899 to make exhibits accessible to children in a way that had not been done so before. Display cases were lowered and children were allowed to touch and interact with museum objects.

The Idea Spread

Other American museums followed suit and opened small children's sections. The Smithsonian opened a space for children in 1901. The Boston Children's Museum was established in 1913. By 1975, there were close to 40 children's museums in the United States. Canada got its first children's museum in 1989.

Association of Children's Museums

Founded in 1962 to support and advocate for children's museums, the ACM has more than 470 members in 16 countries.





SOLUTIONS

A Vital Community Asset

Children's museums are a vital asset to any community. They foster learning experiences that help children prepare for future academic and social success. The programming compliments the curriculum taught in schools and reinforces the skills needed for academic success. Children's museums have a positive impact on the local economy by attracting visitors to the area.

Fostering Inclusive Communities

A children's museum brings together families from diverse backgrounds and gives children the chance to interact and play together in a natural way. The museum also strengthens the community by encouraging partnerships with public schools, colleges, youth organizations, corporate partners, and community leaders.



A Visible Commitment to Early Education

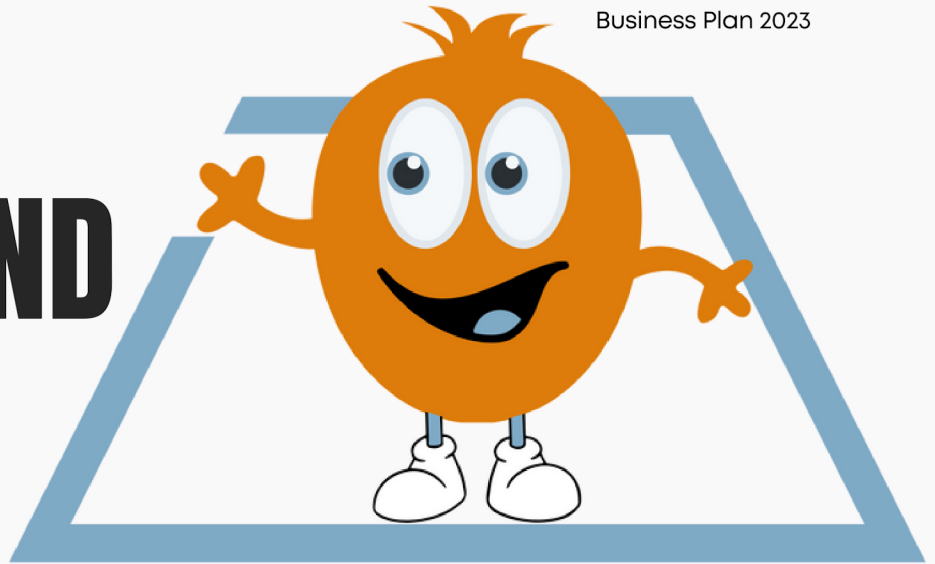
A Children's museum shows that a community is committed to early years education. This enhances the area's appeal to young families who might choose to settle here.

A Safe and Welcoming Space

Children's museums give young families a place to come and spend quality time together at their convenience. It doesn't require a weekly commitment or appointment.



OUR BRAND



Why Trapezeum?

When Kevin Wilson was learning about shapes as a child, he was fascinated with the one referred to as a trapezoid. He always envisioned an alien from the planet Zoid trapped inside the polygon. While the word trapezoid is used in North America, the shape is called a trapezium in most other parts of the world. We wanted our children's museum to be a free and welcoming environment so when designing the logo, Kevin left the shape open near the top to reflect that.



Meet Zee!

The friendly alien character is named Zee. He loves to explore and learn. He is at home here in Trapezeum and can come and go as he pleases.



Unique Spelling

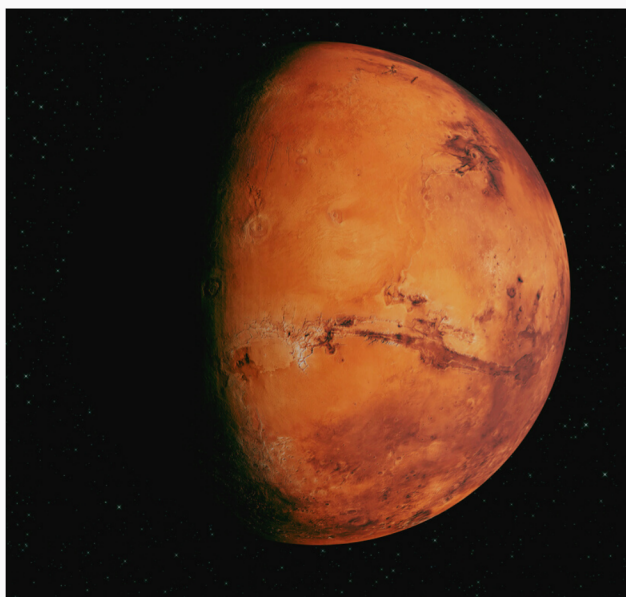
Trapezeum is spelled in such a way to offer symmetry with the word "museum" and to help establish our name as a unique brand.



Opportunities

Zee is a cute character that will be utilized in a variety of different ways. He could be . . .

- be a full-sized mascot that participates in parades and special events
- the source of inspiration for children to write stories or adventures about him
- be the tour guide in a space exhibit





WHAT WE OFFER



Programs

Our programs are hands-on learning experiences that cover science, technology, engineering, the arts, and mathematics. Certain activities are changed frequently so that families can often find something new and novel to do.



Services

Our services are self-directed learning experiences combined with special activities and events. Families can drop in at any time to explore and learn. There will be additional specific programming at special times throughout the day and year.



Special Occasions

We offer children's birthday parties, concerts, guest speakers, New Years Eve celebrations. Later on, we would like to offer P.A. Day camps, March Break camps, and community outreach at festivals and events.



Safe and Welcoming Environment

Our space is a safe and welcoming environment where things have been designed with children and families in mind. It includes a fenced outdoor area for activities as well. It is an accessible and affordable for families to visit often.





A SPECIAL SPACE

6 Reasons Why We Are A Great Place For Kids

01

Design

Every room and activity is deliberately designed with children in mind.

02

Motor Skills

The materials and activities encourage fine and gross motor skills.

03

Freedom

There are no specific rules or roadmaps to follow. Children are able to explore, create, and learn in their own way.

04

Creativity

Children can use various materials to create structures, arts, crafts, and experiments.

05

Development

Children are encouraged to collaborate, share materials and space, and figure out the best way to spend their time.

06

Variety

The rooms and activities offer a variety of materials, ideas, and topics to explore. Activities and room themes are changed often.



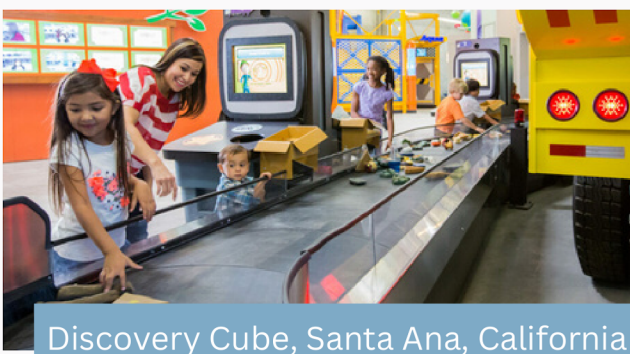
EXHIBITS & ATTRACTIONS

Children's museums have so many engaging activities and exhibits.



"Cook a delicious meal in the food truck, tinker with a working model of an engine, or design a marble run on the magnetic pipe & gear walls! Then pick veggies in the garden to sell to the market, give a baby a check up in the doctor's office, or measure and weigh a parcel in the post office."

"Children can explore this interactive, pint-sized metropolis and pretend to be a bank teller, business owner, shopper, veterinarian and even an emergency technician. Let them learn the basics of spending and saving by getting a 'kid card' full of Kidtropolis dollars, which can be spent all over the 'city.'"



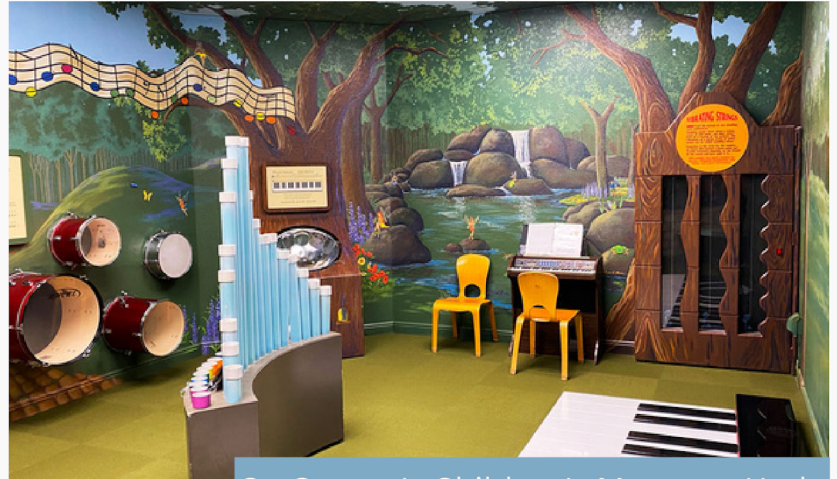
"Beat the clock in this interactive environmental-themed game where kids learn to sort, recycle, & divert waste. It's called 'Race to Zero Waste.'"



ENGAGING EXHIBITS

Here are more exciting and engaging activities found at various children's museums.

Children have the opportunity to discover musical instruments, create sounds, and work together to craft musical compositions and make lots of wonderful noise.



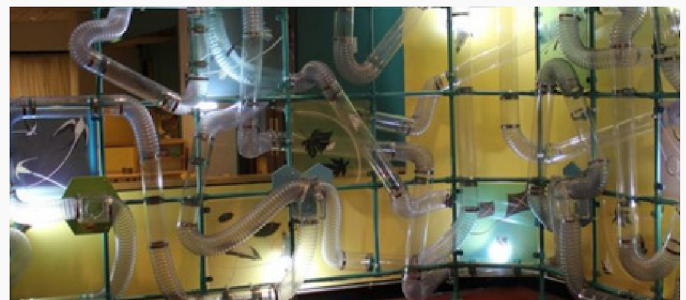
St. George's Children's Museum, Utah



Children's Museum of London, ON, Canada

This stage has a working children's piano for play and performances as well as dress-up costumes and storybooks that visitors can use for inspiration in creating their own dramatic works.

"Send puff balls, scarves, and more through the air tubes and see where they come out! Discover which items move the fastest and which items are slow. For an additional challenge – try using the air diverters and guess where the items will come out now!"



Seattle Children's Museum, Washington



TOPIC IDEAS

"Children's museums create, rent, replicate and adapt interactive exhibits and programs that address community needs (e.g., literacy, STEM learning, health, diversity, early learning) and motivate learning. Furthermore, children's museums employ play as the accepted methodology for how a child learns."

Standards for Professional Practice in Children's Museums

Our exhibits will cover a variety of subject areas and disciplines such as . . .

Science

- animals
- astronomy
- erosion
- fossils
- inventions
- plants

Technology

- circuits
- coding
- digital storytelling
- electricity
- maker space
- stop motion animation

Engineering

- building challenges
- hex bug mazes
- making forts
- recycle repurposing
- stacking challenge
- structure building

The Arts

- arts and crafts
- dance
- digital arts creation
- drama
- musical instruments
- puppet shows

Mathematics

- estimation
- measurement
- shapes
- patterns
- number sense
- probability

Language Arts

- puzzles
- reading materials
- sentence games
- spelling
- word games
- writing stories

Creativity

- arts supplies
- crafts
- electronic music
- pictures with objects
- painting
- photography

Community

- community village
- cultural exhibits
- maps
- professional visits (police, firefighters, etc)
- community gardens

Health

- physical activity
- dental health
- respiratory system
- muscles
- strength
- healthy eating



DON'T FORGET THE TWEENS



Tweens are children who are in an awkward phase of life. They are often too old for children's activities, including spaces like the one we are building, and too young for programs specifically aimed at teenagers. Trapezeum won't forget about those aged between 9 and 12. They will have their own special space at our facility. This space will be designed for those 14 years of age and under and will feature some of the following activities.



Podcast Studio



Green Screen
(photography and video)



Study / Practice Rooms



STAGES OF DEVELOPMENT

1

We will start out with local programming in various locations throughout the region. This will effectively be a small and travelling version of our museum. It will help spread the word about us and our mission.

2

We will seek input from the children and families that visit our programming and use that to refine and improve our business plan and model.

3

During the first two stages, we will actively be searching for a permanent home that will allow us to have a building with useable outdoor space for activities and programs.



MARKET SIZE

Sarnia has a population of 72,047. There are 10,575 children under the age of 14 in the city. In addition to this local market, there are surrounding communities in the region.

Sarnia is one of the 11 municipalities of the County of Lambton which also includes; Brook-Alvinston, Dawn-Euphemia, Enniskillen, Lambton Shores, Oil Springs, Petrolia, Plympton-Wyoming, Point Edward, St. Clair, and Warwick. Within these municipalities are the communities of Arkona, Brigden, Bright's Grove, Corunna, Courtright, Forest, Grand Bend, Osborne, Port Franks, Port Lambton, Sombra, Thedford, Walpole Island, and Watford. The total population of the county is 128,154 with 19,715 children under the age of 14.

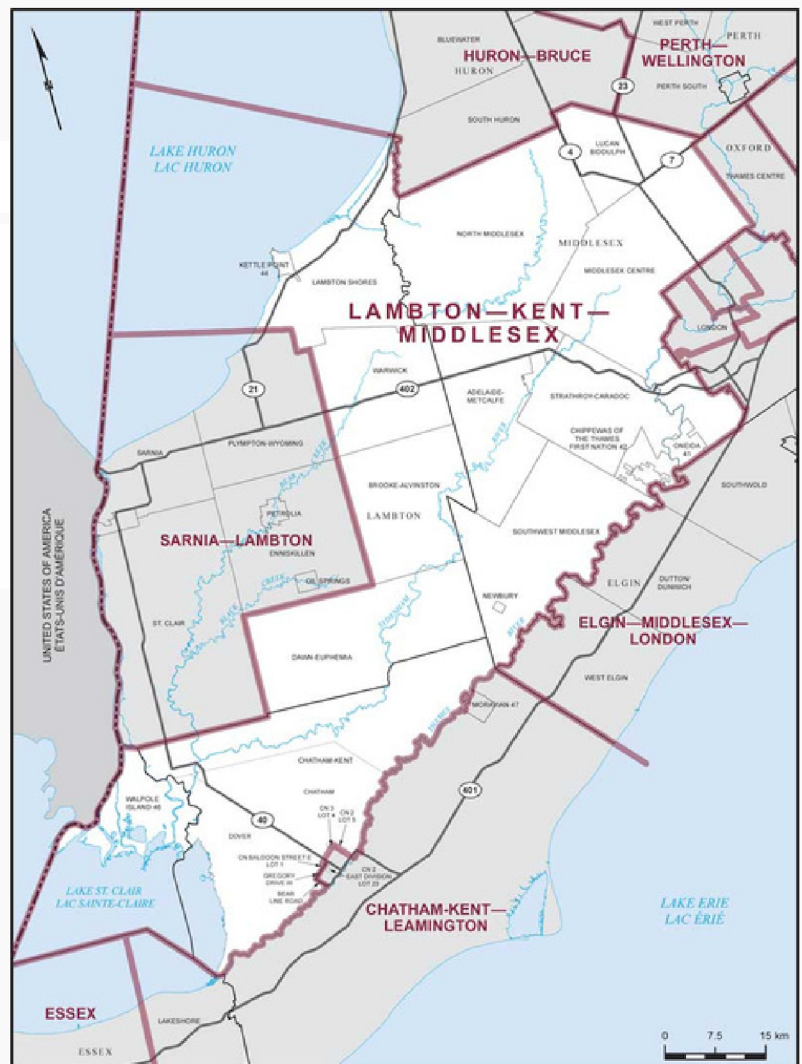
Chatham-Kent is the next largest centre and has a population of 103,988, which includes 16,550 children under the age of 14.

Middlesex county includes townships such as Mount Brydges, Strathroy, and three First Nations communities (Chippewas of the Thames, Oneida, and Muncey). The population here is 18,928 with 3,650 of them being under the age of 14.

Residents of Essex, Lakeshore, and Windsor are also in the vicinity.

Some families will travel from outside of the immediate area to visit children's attractions as well. It's difficult to get an estimation of this number, however.

There are over 20,000 children within an hour's drive and a bigger market outside of that for families who may travel even further for what we offer.



* Statistics from Canada's Census 2021
* Elections Canada Map



MARKET ANALYSIS



Other Children's Museums

The closest children's museum is located in London, Ontario and it is only an hour away from Sarnia. There is a children's museum in Flint, Michigan that is just over an hour away. Travelling further, there are children's museums in Kitchener, Hamilton, Toronto, Detroit, and Windsor.



Children's Activities in Sarnia

Sarnia does not have a children's museum but it does have several activities that children can participate in. Stones 'N Bones is a museum that features a collection of fossils and artifacts. The public library offers various programs for children. The following clubs also offer programming for children; The Arena, Bluewater gymnastics, Cineplex, Crock A Doodle, EarlyOn, New Life Assembly, Sarnia Super Ninja Obstacle Club, WackyJacks, and the Y.M.C.A. There are also various organized sports.



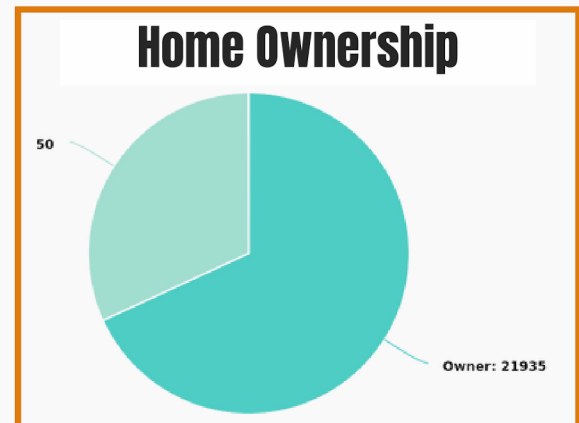
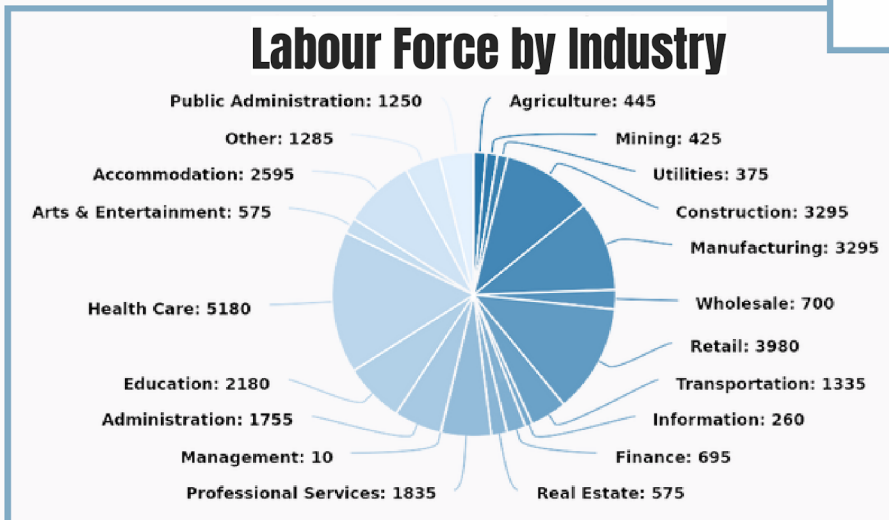
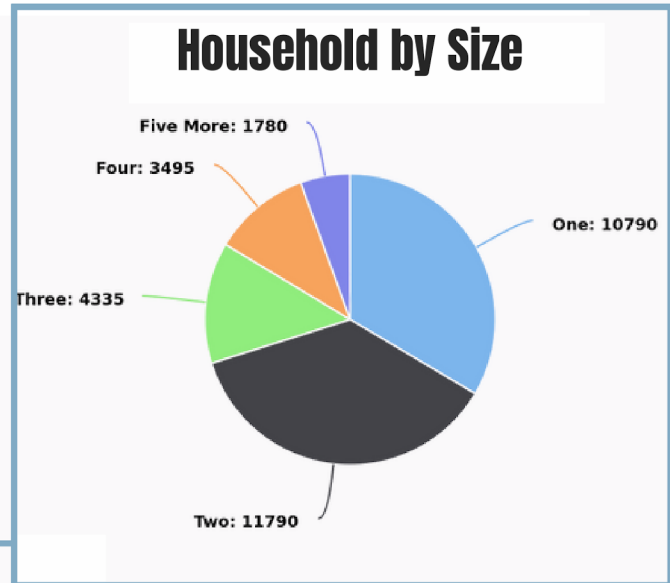
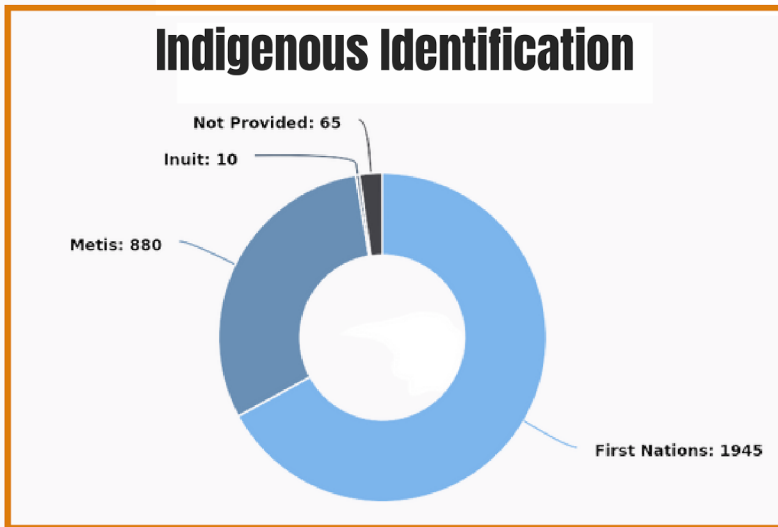
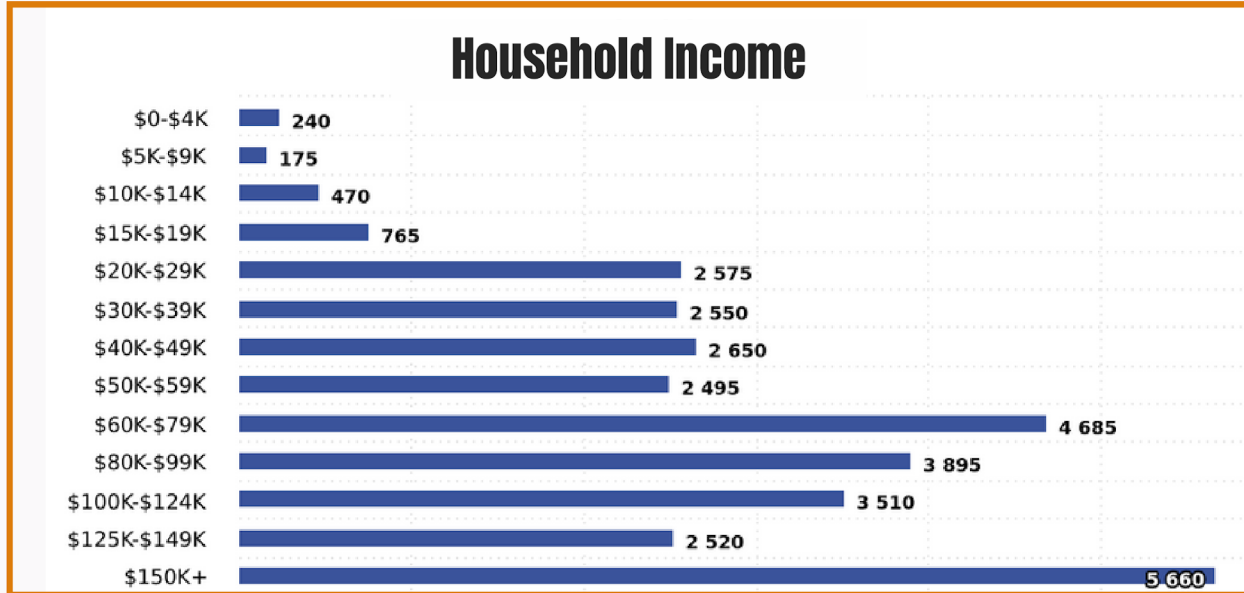
Children's Activities Nearby

Greensview Park & Zoo, Imagination Station at the CK Museum, Kingswell Glen Golf Course, Kusterman's Farm, Moorestown Complex, and Rock Glen Family Recreation Centre all offer programming or activities for children.





SARNIA DEMOGRAPHICS

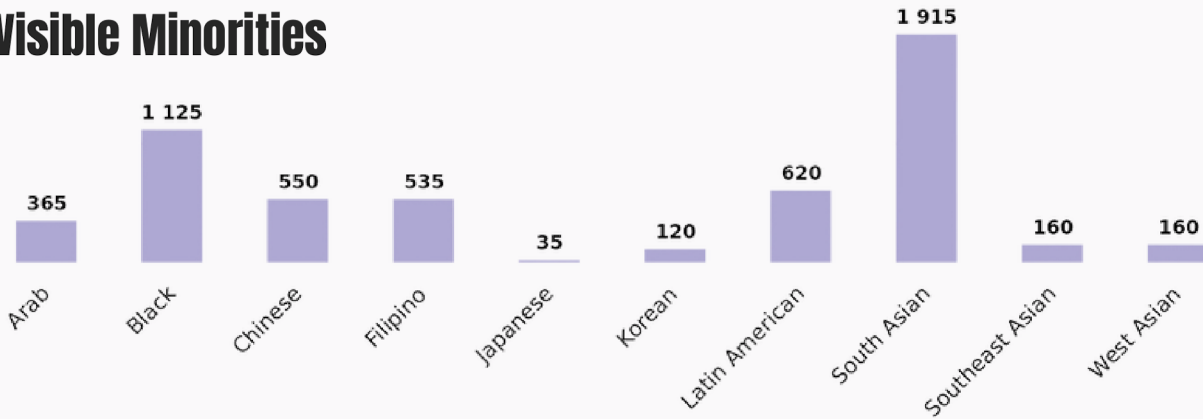


*Charts from [Monica Shepely](#) with Statistics Canada data

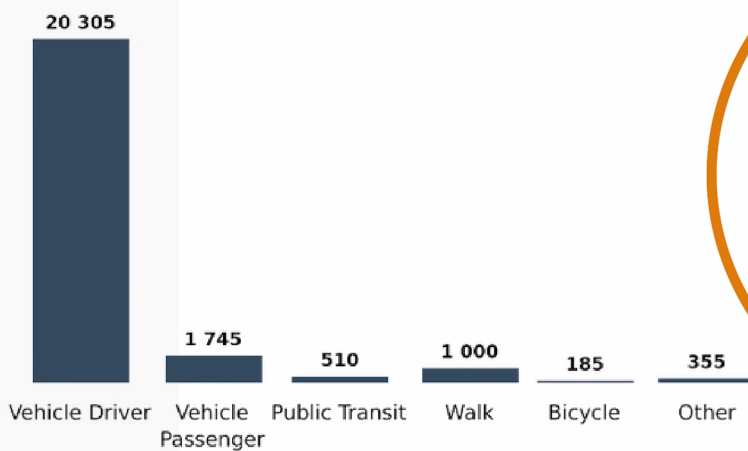


SARNIA DEMOGRAPHICS

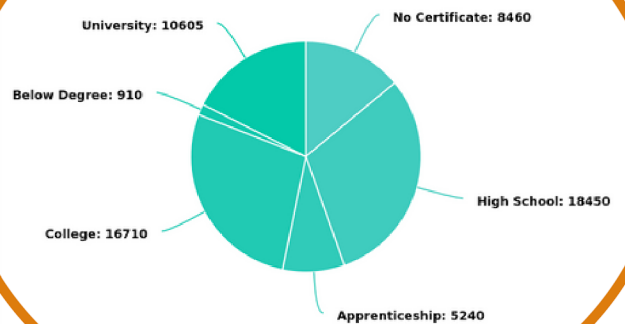
Visible Minorities



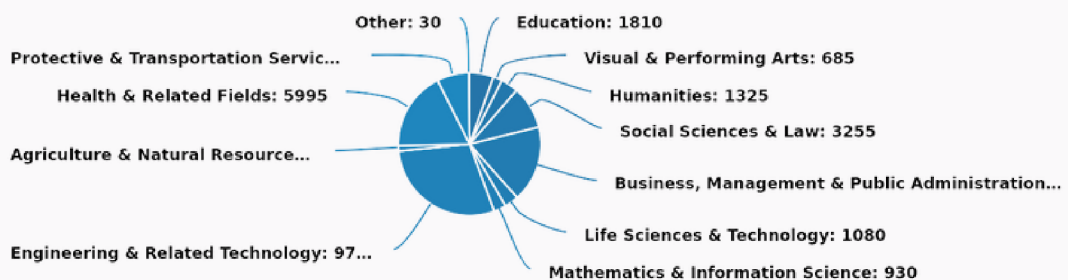
Modes of Transportation



Education



Major Field of Study



*Charts from Monica Shepely from Statistics Canada Census results



FLINT MICHIGAN STUDY

Flint, Michigan has a population of 81,252 according to the 2020 census. From 2018 - 2019, Flint's Children's Museum saw 120,421 children and caregivers using their facility. 901 families purchased memberships to the museum in that time period as well. 378 children had their birthday parties there during that time. 261 different groups, totaling 4,670 people, visited the museum for field trips and special outings.

Here are the statistics as reported in their 2020 annual report.

BY THE NUMBERS			
	2019	2018	COMBINED
Total Served	62,200	58,221	120,421
Flint Children's Museum	44,437	40,977	85,414
Farmers' Market Location	14,527	15,810	30,337
Schools and Community Events	3,236	1,434	4,670
Memberships	414	487	901
Parties	181	197	378
Field Trip Groups	123	138	261
Volunteers	109	130	239
Volunteer Hours	1,324	1,042	2,366

By looking closely at the data they have collected and from the census, we can get an idea of what our market could look like. Flint's population exceeded Sarnia's by close to 10,000 people in 2020 and shared some similar demographics which are displayed in the following pages.

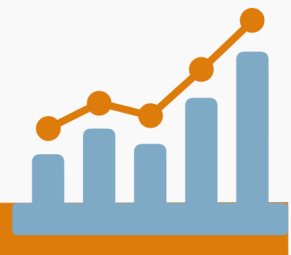
https://flintchildrensmuseum.org/wp-content/uploads/2020/11/ko2021_fcm_annual.pdf



FLINT MICHIGAN STUDY

Population, Census, April 1, 2020		81,252
PEOPLE		
Population		
Population Estimates, July 1 2022, (V2022)		NA
Population Estimates, July 1 2021, (V2021)		80,628
Population estimates base, April 1, 2020, (V2022)		NA
Population estimates base, April 1, 2020, (V2021)		81,381
Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022)		NA
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)		-0.9%
Population, Census, April 1, 2020		81,252
Population, Census, April 1, 2010		102,434
Age and Sex		
Persons under 5 years, percent		7.1%
Persons under 18 years, percent		24.6%
Persons 65 years and over, percent		13.2%
Female persons, percent		50.5%
Race and Hispanic Origin		
White alone, percent		34.7%
Black or African American alone, percent (a)		56.7%
American Indian and Alaska Native alone, percent (a)		0.5%
Asian alone, percent (a)		0.5%
Native Hawaiian and Other Pacific Islander alone, percent (a)		0.0%
Two or More Races, percent		6.8%
Hispanic or Latino, percent (b)		4.5%
White alone, not Hispanic or Latino, percent		33.2%

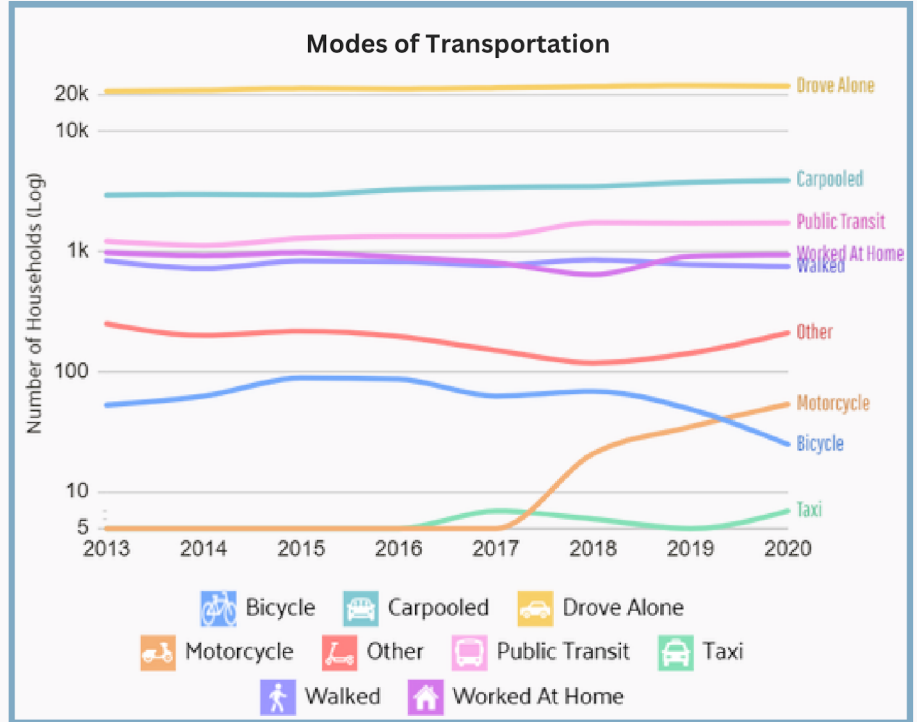
The data here doesn't include children under 14 like the Canadian census, but those under 18 number at 18,987 people. It's reasonable to assume that the total number of children under 14 is close to that of Sarnia.



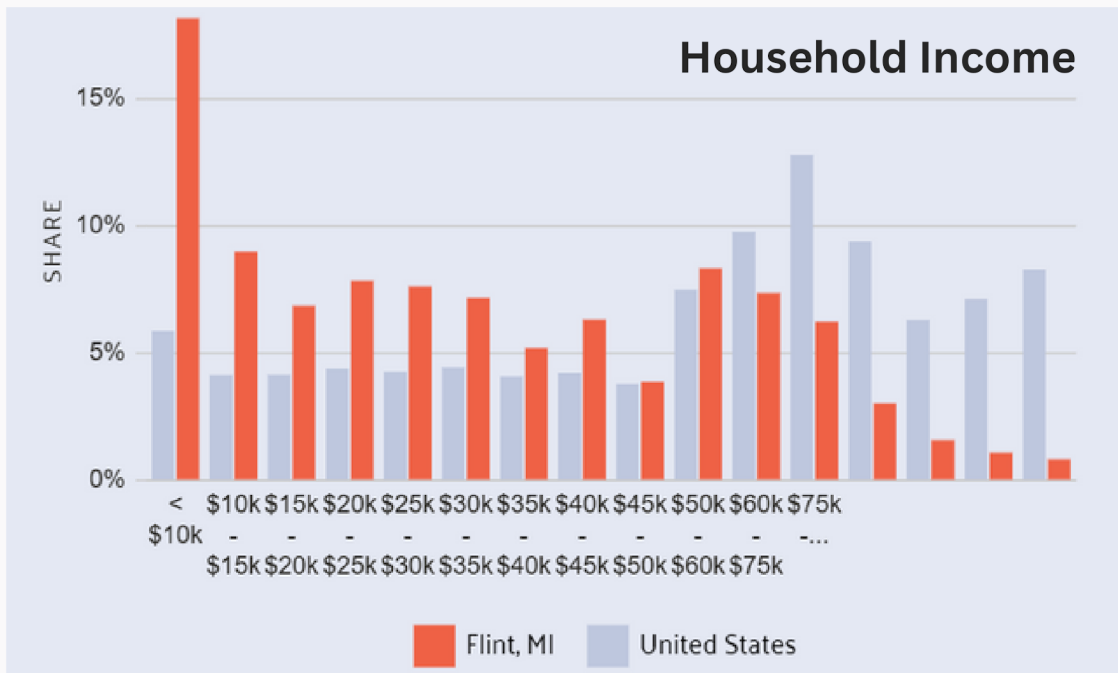
<https://www.census.gov/quickfacts/fact/dashboard/flintcitymichigan/PST045222>
<https://datausa.io/profile/geo/flint-mi/#housing>



FLINT MICHIGAN STUDY



This chart shows that many people rely on public transit so having our site on a bus route will be important.

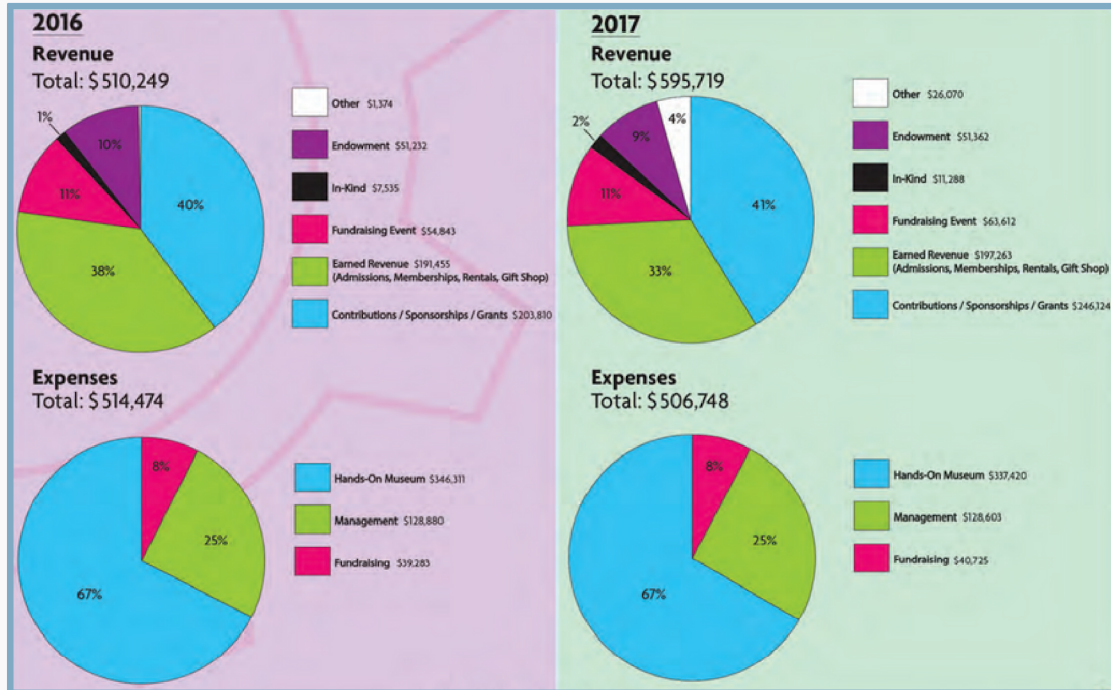


Flint's household income, on average, appears to be lower than Sarnia's.

<https://www.census.gov/quickfacts/fact/dashboard/flintcitymichigan/PST045222>
<https://datausa.io/profile/geo/flint-mi/#housing>



FLINT MICHIGAN STUDY



These charts show the financial statements of the Flint Children's Museum.

FINANCIAL STATEMENTS		
INCOME	2019	2018
Endowment	\$ 48,497	\$ 48,502
In-Kind	11,546	9,725
Investment/Other	25,643	8,244
Earned Revenue	199,500	196,808
Contributions/ Sponsorships/Grants	326,428	259,158
	\$ 611,614	\$ 522,437
EXPENSE		
Educational Programming	449,160	395,776
Management	81,587	103,381
Fundraising	36,902	39,656
	\$ 567,649	\$ 538,813

https://flintchildrensmuseum.org/wp-content/uploads/2020/11/ko2021_fcm_annual.pdf



FINANCIAL PLAN



Start-Up Costs

Our founder has personally paid for everything to get Trapezeum started. This included getting not-for-profit status with the federal and provincial government, purchasing domain names for the website, hiring services to help with process as required, and various other costs as listed below.

Date	Product / Service	Company	Cost
20 Dec 2022	Website Domain Name (trapezeum.ca)	Doteasy	\$9.61
20 Dec 2022	Website Domain Name (trapezeum.com)	Doteasy	\$9.61
3 Jan 2023	NUANS Name Report (Federal)	Government of Canada	\$13.80
5 Jan 2023	NUANS Name Report (Provincial)	Lexcor LLP	\$56.50
13 Jan 2023	Non-Profit Registration	Ontario Business Central	\$672.27
14 Jan 2023	Phone Number	NumberBarn*	\$2.00 per month

*Our toll-free phone number is reserved for \$2.00. To have the number active will cost \$6.00 per month *

**Kevin Wilson will be reimbursed for these expenses when Trapezeum has the funds to do so.



FINANCIAL PLAN

We would like to raise \$30,000 to start a mobile version of our museum. This will allow us to purchase materials, build interactive exhibits, and rent spaces to set up in. This is the first stage of development.

We will need to raise more money or seek partnerships to purchase or secure a full-time home for the children's museum as well. This is the way we plan to do so.



Corporate Sponsors

There are plenty of local businesses that can be approached about supporting what we do. We will acknowledge them with signage above exhibits or attractions they choose to sponsor. We plan to have a plaque on the wall that lists and thanks them as well.



Grants

We will actively seek out grants and other opportunities to raise revenue.



Fundraising

We also plan to do some fundraising events.





FINANCIAL PLAN

These are a few of the things we would like to fund or purchase for our mobile pop-up museum to get us started.



"This one-of-a-kind touch table features our industry-leading 21 multi-touch, multi-player games for all age demographics. It is the perfect collaborative and interactive experience."

after-mouse.com

\$6,100 and up

Children can use a magnetic ball run wall to create all sorts of different paths and tracks. Instructions on how to build one can be found at the following website.

[instructables.com/Magnetic-Ball-Wall/](https://www.instructables.com/Magnetic-Ball-Wall/)



Various art supplies for crafts and projects. We will design projects that children can copy, create, or make their own version of.

art supplies

\$500



S

Strengths

- experienced teacher
- Masters of Library and Information Science
- unique attraction in the area
- safe space for kids
- hands-on experiences
- memorable and meaningful experience
- provides a space that is not static
- align with school curriculum
- fun

W

Weaknesses

- first experience in starting a nonprofit
- a board of directors needs to be assembled
- little to no start-up funding
- fundraising
- finding a space to purchase or rent

- working with local schools
- creating activities for classroom use
- maker space
- partnering with great people and organizations
- helps build community

- competition from London, Windsor, Flint, and Detroit
- lack of education or library science staff

O

Opportunities

T

Threats



DEVELOPMENT TIMELINE

2023

Research and Planning

Exploring and developing program ideas, building the board of directors, searching for funding partners, grants, and other ways to raise money and awareness.

2023

Promotion and Activation

Will provide programming at various locations across the city and county to raise awareness, gather feedback from families, and improve our plan.

2024-2025

Building

Locating a building or developing an existing one to fit the needs of our museum. Continuing to provide mobile programming.

2026

Grand Opening

Officially opening the permanent home of Trapezeum.

This timeline is where we would like to see ourselves over the next 3 years. It may take longer to get the permanent location open and operating.



OUR TEAM

We are hard at work assembling our team and board of directors.



Kevin Wilson

Chief Executive Officer

Kevin Wilson is the founder and Executive Director of Trapezeum. He has a Masters of Library and Information Science, Bachelor of Education, and Bachelor of Arts. He is certified with the Ontario College of Teachers and has twenty years experience in the classroom.

Kevin loves to go running through nature trails. He is also a musician and can play brass and woodwind instruments as well as the accordion. He is the father to a four-year old son who also keeps him very busy.



You

on the Board of Directors

We need passionate and dedicated people to join our team. That could be you.

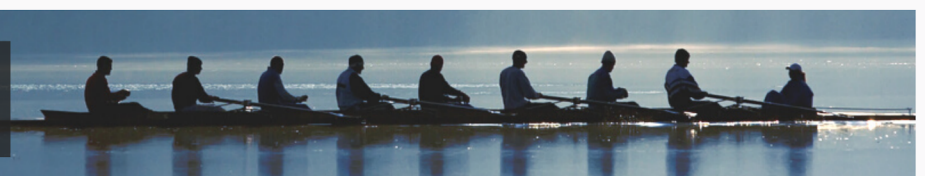
Do you have talents, skills, or areas of expertise that could help us build Trapezeum?

If so, please contact us.

We would love to hear from you.



Trapezeum





SUMMARY

Trapezeum is well under way. It has been registered federally and provincially as a non-profit children's museum. The website domain names have been purchased and registered for both .ca and .com. Two email addresses are operational - info@trapezeum for all inquires and a special one that will be used for management purposes only.

We are actively seeking to build a board of directors. We need a minimum of three directors to get started but would like to have at least eight. Ten is the maximum number we are allowed to have. Ideally, we would like to have an odd number of board members to avoid any split decisions.

Our founder and CEO, Kevin Wilson, is a licensed and experienced teacher with a Masters of library and Information science. He is passionate and dedicated to providing quality learning experiences for children.

The Trapezeum logo features a friendly alien character named Zee inside a trapezium. We deliberately spelled the name wrong to have symmetry with the word museum and to create a unique brand.

Our vision is to "provide children and their families with extraordinary hands-on learning experiences in a distinctly child centered environment. We create learning experiences across the arts, sciences, and humanities that have the power to transform the lives of children and families. We will provide a safe, clean, friendly, fun, efficient, and engaging visitor experience that is affordable and accessible."

We plan to start with pop-up installations at a variety of locations across the city and region. This will help us build awareness, seek input from our users, and revise our plans to help serve the needs of the community.

In this plan, we looked at the children's museum in Flint Michigan to see some of the data they have collected and how it might inform what we can do here in Sarnia.

We will be seeking corporate sponsors, grants, and various fundraising strategies to raise the money we need to get started. The first goal is to raise \$30,000 for the mobile version of our children's museum.



Trapezeum
trapezeum.ca

**THANK
YOU!**

We are very excited about about what the future holds in store for Trapezeum: Sarnia's Children's Museum.

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  **Social Media**

@trapezeum

 **Website**

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