

The Children's Museum OF THE UPSTATE

DOWNTOWN GREENVILLE, SC • TCMUPSTATE.ORG



PROUDLY SERVING ALL OF SOUTH CAROLINA'S CHILDREN!



Smithsonian Affiliate

ECONOMIC IMPACT

\$

\$2,932,000

The economic impact of visitor spending attributed to the Children's Museum of the Upstate in 2015.

A 34% increase since 2012

\$7,861,000

The total estimated annual economic impact of The Children's Museum of the Upstate on South Carolina in 2015.

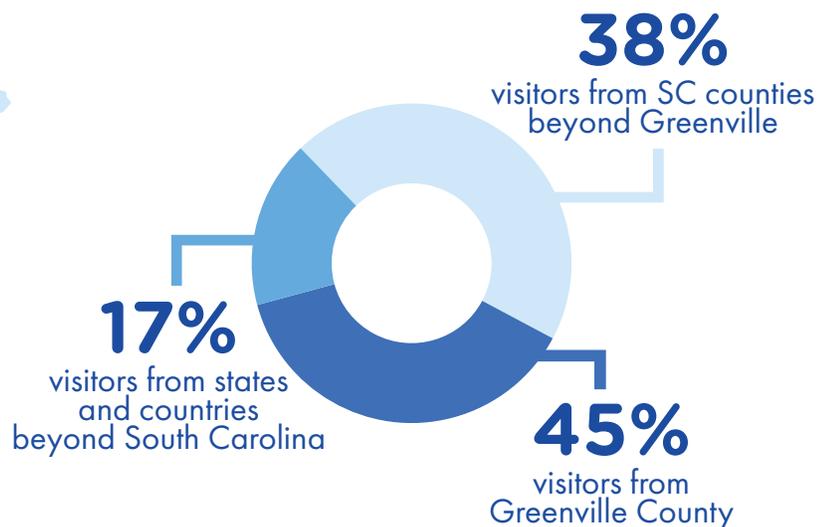
A 58% increase since 2012

\$75,316,643

Total economic impact since opening in 2009.



In 2015 TCMU served **203,000** people, including visitors from **all 50 states** plus **11 foreign** countries.



MUSEUM OUTREACH

FUND-A-FAMILY PROGRAM

1,500 
FREE TICKETS

In 2015, TCMU partnered with 40 nonprofits granting free admission to families in at-risk communities who may not otherwise have access to TCMU's exhibits and programs.

FINANCES FOR THE FAMILY

82 
GRADUATES

TCMU teaches financial literacy to low-income families in partnership with the Greenville County Human Relations Commission.

SCHOOL SCHOLARSHIPS

5,684 
SCHOOL SCHOLARSHIPS

TCMU offers financial assistance to Title 1 schools, Head Start Programs, after-school networks and other partners in at-risk communities.



A NOTE FROM OUR CEO

Mr. Fred Rogers once said, "Play is often talked about as if it were a relief from serious learning. But for children, play is serious learning. Play is the serious work of childhood."

This is an interesting concept, and as adults, we may find it hard to wrap our heads around that idea. When children play, they are deeply engrossed in the process. They are using their imaginations in so many ways, whether to create a work of art, or an imaginary world in which to play in. They take risks and test their limits; they learn cause and effect and problem solving skills. They make friends, and they make sense of the world around them. During play, they use all of their developmental skills: cognitive, expressive and receptive language, social/emotional, sensory, and motor (gross and fine).

The Children's Museum of the Upstate is a great place for children to do all of these things in a safe, nurturing, encouraging environment that sparks a lifelong passion for curiosity and learning through play. And as parents and caregivers, this is really important, since it may be challenging for us to feel comfortable letting our children play freely outdoors while they explore the neighborhood. The Children's Museum of the Upstate was specifically designed for all of South Carolina's children ages 0-12 and their families, with exhibits and experiences that have been purposefully created with them in mind. How empowering it must feel for a child to enter a creative learning environment created just for them! The best part is – it doesn't matter if they are a boy or girl, infant, toddler, preschooler or beyond...there's something for everyone.

-Nancy Halverson, President and Chief Executive Officer

ABBEVILLE  

AIKEN 

ALLENDALE 

ANDERSON  

BAMBERG 

BARNWELL 

BEAUFORT 

BERKELEY 

CALHOUN 

CHARLESTON 

CHEROKEE  

CHESTER  

CHESTERFIELD 

CLARENDON 

COLLETON 

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KERSHAW 

LANCASTER 

LAURENS  

LEXINGTON  

MARION 

MCCORMICK 

NEWBERRY  

OCONEE  

ORANGEBURG  

PICKENS  

RICHLAND  

SALUDA 

SPARTANBURG  

SUMTER 

UNION  

WILLIAMSBURG 

YORK  

 Schools visited from your county.

 Families visited from your county.

