



A hands-on multimedia art and technology experience designed to build creative confidence in children ages 2-12.



Since our opening, we have served over 1 Million visitors.

We advance our mission, to nurture creativity and collaboration in all children and families, by providing opportunities for creative expression, innovation, and critical thinking.

## EARLY CHILDHOOD PROGRAMMING

In Storybook Park and DIY Art, children and families can find a quiet area to read books, act out a story, explore the alphabet, and create artworks inspired by books. Over the past year we have offered over 80 early childhood programming workshops such as Messy Art and STEAM (Science, Technology, Engineering, Art, and Math) Workshops.



## IMAGINATION LAB

Build, sculpt, perform, and set your imagination free in a space full of activities for our youngest visitors. The Augmented Reality Sandbox allows visitors to interact together to construct digital landscapes to explore natural environments and geology.



## ANIMATION STUDIO

Tell your own story by creating clay characters and using digital technology to make a stop-motion movie. This year, museum visitors have recorded **7,000 claymation videos** featuring their unique creations.

## SKETCHTOWN

Families create buildings and vehicles that are scanned into a digital cityscape. The exhibition allows for collaboration among children to create a healthy community. Since opening in April 2017, **66,527 artworks** have been added to the virtual city.



## PERFORMING ARTS

Through our Creativity Theatre and other spaces, we nurture the performing arts through community-based performances and classes. Over the past year, we have had 28 performing arts after-school classes, 67 performances by Bay Area Children's Theatre, and 3 months of Blue Bear School of Music classes every Spring and Winter.





## ROBOT CODING

Learn how to write code while programming robots to make music, draw doodles, navigate mazes, and bulldoze buildings. We deploy 16 child-friendly robots for use to incorporate skills for the 21st century child.



## MYSTERY BOX CHALLENGE

Unleash your imagination and apply design thinking to tackle in the Innovation Studio. Create an original invention to solve problems using surprise materials. Children and adults are invited to develop critical thinking and problem solving skills while building their creative confidence in this no-tech, hands-on activity.

## MUSIC STUDIO

A long-time favorite, children create their own music videos using costumes, digital technology, and a familiar song. Over **14,600 music videos** are created each year, instilling self expression and music appreciation.



## FIELD TRIPS

An exciting visit to CCM can bring classroom lessons to life. Students from preschool to high school build their creative confidence with engaging hands-on, project-based activities that bring art and digital technology to school subjects. CCM held over 280 field trips this past school year and over **170 were fee-waived** for under-resourced schools.



# SUPPORTING OUR COMMUNITY



CCM is committed to ensuring that the museum is accessible to all children and families. We have many free admission opportunities, we partner with community groups to provide special access hours, and connect with teachers during free and low-cost educator workshops. Beyond our walls, this year we have served over 3,000 community members with hands-on activities at outdoor educational events.

**100,500**

Museum visitors  
(FY 2016-2017)

**16,688**

Free admission and fee-waived field trip visitors  
(FY 2016-2017)



# CHILDREN'S CREATIVITY MUSEUM

## A SNAPSHOT INTO 2017



We believe that creative expression, innovation, and critical thinking are core to fostering the next generation. This year, we have accomplished that through special programming, field trips, summer camps, and museum access to under-resourced families and schools. We are constantly building opportunities for creative thinking in the heart of San Francisco.



**16,500**  
saw a show in Creativity Theater

**10,000**  
average monthly riders on  
the LeRoy King Carousel

**6,725**  
engaged in hands-on learning  
via school field trips

**3,439** students awarded fee-waived  
field trip scholarships

**2,395**  
member families



**360,338**  
visits to [creativity.org](http://creativity.org)

**12,409**  
intern and volunteer hours  
(76 interns and volunteers)

**\$2.1 M revenue** (FY 2016-2017)

**7,128** visitors served by free admission programs

- 5,269** Discover & Go library admissions
- 747** Blue Star Families
- 678** Museums for All/EBT visitors
- 352** Passes to nonprofit organizations
- 82** Family memberships to organizations serving families in transition



# CREATIVE WAYS TO SUPPORT



In order to continue our exhibits, special programming, and free admissions to those in need, we rely on the generous support from individuals, foundations, businesses, corporations, and government agencies. Please consider supporting us today!



## SUPPORT

Your monetary or in-kind support is important so we can continue assisting those in need. Please consider giving the gift of creativity by donating today.

For more information e-mail [development@creativity.org](mailto:development@creativity.org) or call **415-820-3355**.

## JOIN

Membership allows your family to visit the museum for free all year and other benefits while supporting CCM.

For more information visit [creativity.org](http://creativity.org) or call **415-820-3339**.

## GROUP VISITS

Programming available for group visits of 15-40 participants including summer camps, afterschool programs and community organizations. We also offer team building experiences for adults.

Call **(415) 820-3320** for more information.

## RENTALS & PARTIES

Host your next event or birthday party in our unique setting. The museum can accommodate 15-400 for a reception, performance, presentation, workshop or themed birthday party.

Visit [creativity.org](http://creativity.org) for more information.

**Come visit us at  
Yerba Buena Gardens:**

221 4th Street  
San Francisco, CA 94013



**For more  
information:**

Visit [creativity.org](http://creativity.org)  
Call 415-820-3320



Connect With Us  
[@CHILDRENSCREATIVITYMUSEUM](https://www.facebook.com/CHILDRENSCREATIVITYMUSEUM)



Follow Us  
[@CREATIVITYKIDS](https://www.instagram.com/CREATIVITYKIDS)