



MEDIA KIT

PORT DISCOVERY
Children's Museum

Overview

Our Mission

We provide unique opportunities and high-quality experiences that make play accessible, educational, and fun for all.

Our Vision

To foster joy, connections, laughter, and learning through purposeful play.

Our Values

At Port Discovery, we believe that to be successful in pursuing our mission and vision, we must embody and exemplify the following values that define how (and why) we do the work we do:

- Playfulness, Joy, and Fun
- Diversity, Inclusion, and Belonging
- Connection and Compassion
- Creativity and Innovation
- Empowerment and Shared Purpose

Who We Serve

Children 0-10 years old and their families, educators and caregivers.



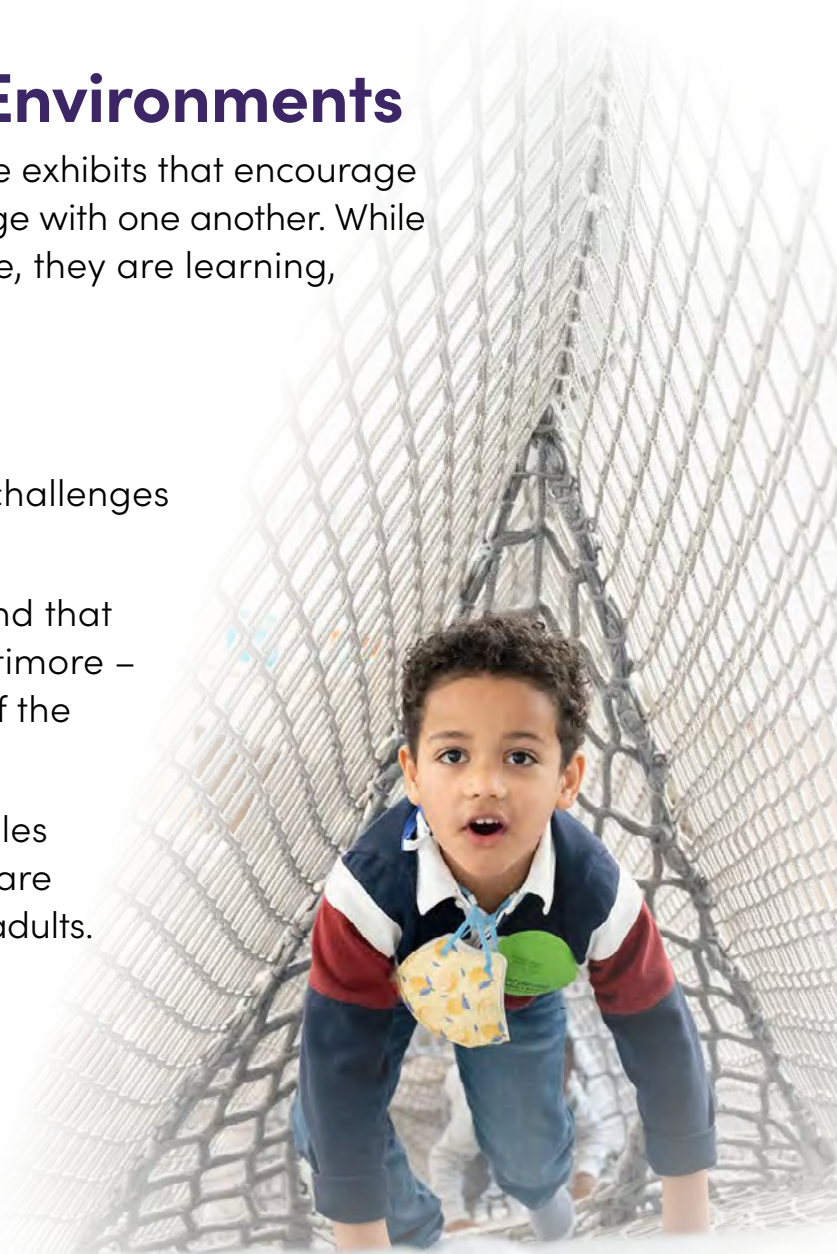
Overview

Hands-On Exhibits & Learning Environments

Port Discovery features three floors of hands-on, interactive exhibits that encourage children and the adults in their lives to play, learn and engage with one another. While children use their imaginations, ask questions, and explore, they are learning, developing and figuring out how the world works.

Open Play Areas Include:

- A four-story **SkyClimber** and spiral **Storm Slide** that challenges children to build confidence.
- A large **Port** exhibit that encourages collaboration, and that teaches visitors about the history and heritage of Baltimore – and the many jobs and products that make up one of the world's most active ports!
- **Tiny's Diner**, a 50's-style diner where pretend play rules supreme. Here, little learners play together and prepare pretend meals (and creative bills) for their friends and adults.
- **The Playhouse**, a theater space for both hands-on exploration and theater programming. This exhibit promotes creativity, coordination, oral language development, early math development, concentration and social-emotional skills.



Our Initiatives

Providing Access for All

Port Discovery is committed to being an accessible museum for all. We eliminate financial barriers by providing free and reduced admission and enrollment to Maryland school students, low-income families, and military families through our Access Programs such as PlayMakers, Community Days, Family Fun Nights, and Salute the Troops. Additionally, access includes training staff and improving facility capacity to serve families with specific disabilities and educational needs, demonstrated by our Sensory Friendly Sundays and Access and Inclusion Afternoons.

Education and Discovery Programs

Educational programs are the core of Port Discovery's work. Programs include arts- and science-based workshops, nature-based learning opportunities, and engagement through the arts, movement, and STEM. The Museum's education and discovery programs take place on site and at libraries and with other community partners. Additional support allows us to increase the number of Title I schools (and organizations serving Title I schools) that we are able to serve with focused programming for free or significantly reduced costs.



Our Initiatives

Multi-Generation Programs

This suite of programs provides resources to those who hold the most important role in the healthy development and well-being of Maryland young children—parents, caregivers, and educators. The Museum is focusing on scaling a suite of new and enhanced programs that include Fathers at Play and Parents at Play, both of which empower parents through purposeful play strategies and peer learning; and Professionals At Play, which supports our early childhood workforce across various settings and throughout the state.



Awards and Accolades

Port Discovery is recognized as one of the top children's museums in the United States, and one of the top children's attractions in the Baltimore region, as well as having received several newsworthy highlights.

Notable Media Mentions 2022-2023

Children's Museums Are Growing Intellectually and Emotionally, New York Times

Laila's Gift - May 2023, WMAR

Port Discovery to begin vaccination clinics for children, WBAL

Notable Awards

StudyFinds, Best Children's Museums In America: Top 5 Venues For The Family, According to Experts, 2023

Baltimore's Child, Best Indoor Activity, 2021

Baltimore Sun, Critics' Choice for Best Place to Take the Kids, 2019

Baltimore Magazine, Best of Baltimore Winner for Best Kids' Activity, 2019

Trekaroo, The Best Parent-Rated Children's Museums, 2018

Red Tricycle, The Best Kids' Museums, 2018

Parents Magazine, The Best Children's Museums in the U.S., 2015

Destination Travel Magazine, Best Children's Museums in the Nation, 2014

Forbes, 12 Best Children's Museums in the U.S., 2012

Nickelodeon Parents Pick, Best Museum, 2010

Fact Sheet

Mission

We provide unique opportunities and high-quality experiences that make play accessible, educational, and fun for all.

Attendance and Audience

225,000

On average, Port Discovery guests served annually.

60%

of our visitors are from Baltimore City and the surrounding counties

35%

from across Maryland

5%

from out of state

22,000+

Reach includes 22,000+ email subscribers, over 2,200 museum members, and social media audience of approximately 25,000

50%+

of students who come to Port Discovery on a field trip represent Title I schools



Fact Sheet

Funding

Port Discovery Children's Museum is a non-profit institution. Support in part comes from earned income, which includes admission, memberships, program and event rental income. Support also comes from contributions and grants by individuals, foundations, corporations, and local, state, and federal government agencies as well as from investment income.

Governance & Leadership

Port Discovery is governed by a robust 36-member Board of Directors, who represents a broad array of regional corporate anchors and community institutions. The Board supports Museum President and CEO, Carter Arnot Polakoff, and a 6-person senior leadership team. In total, Port Discovery employs 35 full time staff and 35 part time staff. In 2024, the Museum will be celebrating its 25th anniversary.



Fact Sheet

Background

Port Discovery's predecessor, Baltimore Children's Museum, was a City agency founded in 1976. The museum quickly reached capacity, and in 1990 merged with the Maryland Children's Museum and formed its own 501(c)(3) non-profit. After renovations to the Inner Harbor's historic Fish Market building – selected for its potential to reach the broadest possible audience – the new Port Discovery Children's Museum opened in December 1998.

Economic Impact

Port Discovery employs 70 staff (35 FT and 35 PT) and spends \$1 million per year on goods and services for the community. Port Discovery is an integral community partner in the Inner Harbor and Downtown business districts and a recipient of the historic investment taking place in these business districts – including \$166 million in FY23 state funds across anchor institutions and the announcement of the redevelopment of the Harborplace – taken together, are making improvements for the area to reach its fullest potential, including long-term growth in visitor numbers, jobs, and neighborhood vitality.





portdiscovery.org

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