

PLEASE TOUCH MUSEUM

Philadelphia, Pennsylvania

Founded in 1976, Philadelphia's Please Touch Museum became the first museum for children seven and under and has been delighting its young visitors with engaging and entertaining educational experiences ever since. In October of 2008, the museum moved into its new home at historic Memorial Hall, built originally to house the Art Gallery for the United States' 1876 Centennial Exposition. The new and improved 136,000 square foot Please Touch Museum opened to rave reviews and has drawn impressive crowds to its awe-inspiring grounds and 38,000 square feet of interactive exhibits.

MR-ProFun played a significant role in making the museum's relocation and expansion into an operation that welcomed more than three times the attendance of the former location. Our team reviewed concept and programming, market feasibility, operating data and operating assumptions, and developed attendance distribution models and computed visitor arrival and departure patterns based on the new facility's operating hours. We provided design day analysis to establish physical planning requirements for the new facility and assisted with the development of their new facility business plan.

Following the opening, MR-ProFun worked with the museum advising them on a wide range of strategic and operational issues including assisting the organization with the development of training materials and operational guidelines for an organization that tripled in size.

- Business and Operational Planning
- Pre-Opening Support
- On-Going Audit and Support

