



February 20, 2018

To: Mayor Hemminger, Chapel Hill Town Council Members

CC: Roger Stancil, Town Manager

From: Kidzu Children's Museum

RE: PETITION for Town Assistance to explore Southern Village site for new museum

Dear Mayor Pam and Town Council Members,

As all of you know, Kidzu has been working diligently with elected officials and Town staff over the past 18 months to identify and secure an appropriate site to create a right-sized children's museum that is emblematic of Chapel Hill's reputation for educational excellence and can adequately meet the diverse geographic and demographic needs of our community. We respectfully submit this petition to request Town assistance with exploring the Southern Village site as a potential location for a new Chapel Hill Children's Museum.

Children's Museums are far and away the fastest growing segment of the museum industry, and children's museums have become fundamental destinations for learning and play throughout cities and towns across America. Many of them were created as part of downtown expansion or revitalization projects. University communities seem to produce the most innovative of museums, as they reflect a melting pot of particular intellectual, creative and entrepreneurial rigor. While Kidzu has been serving Chapel Hill children for 12 years in multiple, small locations, it's time for our Town to benefit from a children's museum that is sufficiently reflective of our community's commitment to the healthy development of its youngest residents. In 2017, Kidzu served 90,000 children – from infants to tweens -- with developmentally appropriate exhibits, programs and activities addressing four broad themes: arts education, STEM, health and wellness and emerging literacy. The new museum is projected to serve upwards of 200,000 visitors annually, and bring thousands to Chapel Hill from across our region, state and points beyond. A children's museum of this caliber will significantly enrich our local economy and become a destination for generations to come.

Please accept this petition on behalf of Kidzu Children's Museum. Kidzu requests:

- Town staff time and expertise to assess and discuss the potential location of the new Kidzu (The Chapel Hill Children's Museum) on the Town-owned land fronting Southern Village.

Any immediate questions or concerns can be addressed with Lisa Van Deman, Kidzu Executive Director ([vandeman@kidzuchildrensmuseum.org](mailto:vandeman@kidzuchildrensmuseum.org)).

Respectfully submitted,

A handwritten signature in blue ink that reads "Melissa Cain".

Melissa Cain, Board Chair

A handwritten signature in blue ink that reads "Lisa Van Deman".

Lisa Van Deman, Ex Officio  
Executive Director