

# NIDO & MARIANA QUBEIN CHILDREN'S MUSEUM

## IMPACT REPORT Our First Three Years!



**2024-25**



**“We’re planting seeds of greatness in the minds and hearts of children.”**

- Dr. Nido Qubein

## OUR MISSION

The Nido & Mariana Qubein Children’s Museum provides a space of wonder, discovery and play for all children and families. We do this with a commitment to learning, inspiration and love of children as they explore our universe, earth and community.



## The museum is growing up and so are the kids!

When construction began on the Nido & Mariana Qubein Children’s Museum in 2020, you may remember the fence surrounding the site; lined with life-sized photos of more than 100 local children, from infants to 12-year-olds. We saw those photos every day as the museum took shape— and now, three years into operations, we have seen those same children come through our doors. In fact, we’ve watched them grow up.

Charlie’s fence photo showed him as barely a toddler, still unsteady on his feet with a beaming smile. When the museum opened, Charlie spent most of his time in GiNormous sliding down the World’s Largest Chest of Drawers, making shadows under the bed, and sitting crisscross applesauce on a beanbag during story time.

Today, Charlie is a confident 7-year-old who walks into this museum like he owns the place. He climbs to the top of our 30-foot Courage Climber, reads clues in the Hall of Mysteries, and builds seed bombs and other science experiments in our

STEAM Lab. His smile still beams but he’s missing some teeth.

In three years, the Nido & Mariana Qubein Children’s Museum has welcomed thousands of visitors from across North Carolina and beyond. Thanks to word of mouth and social media, families have traveled from far and wide to experience this special place of joy, learning and play.

This museum has generated an economic impact to our community of \$60 million because of those visitors—an outcome we never imagined.

We’re proud of our economic impact, but it’s the role we’re playing in the lives of local children that brings the most meaning. For kids like Charlie, growing up in High Point includes growing up in this museum. We’re honored to be a part of that journey for families in our community.

Thank you,

*Megan Ward*

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336-848-3951

# THREE YEARS BY THE NUMBERS

From April 30, 2022 to April 30, 2025:



**514,647** TOTAL MUSEUM GUESTS



**73,617** TOTAL FIELD TRIP VISITORS

**\$1.3 MILLION**

Value of discounts and free admission provided from the museum to the community



Other countries include Brazil, Canada, France, Germany, UK, Ukraine and Australia

## Where are half a million guests coming from?

- 76% FROM NORTH CAROLINA
- 15% FROM GREENSBORO
- 13% FROM HIGH POINT
- 8% FROM WINSTON-SALEM
- 4% KERNERSVILLE
- 3% THOMASVILLE

**\$60 MILLION!**

### ECONOMIC IMPACT ON HIGH POINT

Each month, the museum reports visitor zip codes to Visit High Point. Using Destinations International's Economic Calculator, Visit High Point estimates the museum's economic impact has now reached \$60 million!

The Qubein Children's Museum keeps the booking calendar active with fresh entertainment and exhibits ensuring repeat travel and word of mouth marketing. We especially enjoy our partnership in promoting the QCM as a certified autism center.

– Melody Burnett, president of Visit High Point



**\$1.8 MILLION**

### WE KEEP IT LOCAL

From coffee to insurance, cleaners to sandwiches—we choose High Point. The museum has spent \$1.8 million with local businesses in our three years of operation, supporting the community that supports us.

**57,000**

### INDIVIDUALS SERVED BY OUR MUSEUMS FOR ALL PROGRAM

\*We are committed to ensuring all children and families enjoy the Nido & Mariana Qubein Children's Museum. We offer a Museums for All discount of \$5 per person for those receiving federal food assistance through SNAP and EBT. The museum is able to provide this discount thanks to our generous donors.

# THE REVIEWS ARE IN and they are exceptional!

We've been to 24 children's museums with our kids across the country and **our #1** is Nido & Mariana Quebin Children's Museum. - Chelsea Koochin

The best word to use is WOW! From the staff, to the activities, the displays. Everything was amazing! My youngest has a sensory processing disorder, and to see him smiling, laughing and enjoying himself with the amount of sensory **made this mama's heart melt!** When we left, my kids were asking when we could go back again! - Kristin Durham

So many awesome experiences for kids of all ages, arts/crafts, pretend play, the water room, playground, carousel, space exploring, free building, and so much more. Our kids are 3 and 7 and loved everything there! **Definitely the "Happiest Place in High Point."** - Phelan Fletcher

Definitely our new favorite kid's museum! We live in Johnston County and we took the train from Cary. I would say this is **the best maintained kids museum** we have been to. I encourage you to check the Amtrak schedule. Also, you can easily pass by the largest chest of drawers for a photo op on the way. - Wendy Scott

The BEST fun & educational experience for the whole family! Picking vegetables from the garden, making music, playing in the water or sand, the carousel!! It's **impossible to do it all in one visit**, you'll have to go back. - Kathy Whitaker Knight



My son (almost 4) had the best time here yesterday! There were several events/crafts going on throughout our time there, and the carousel attendant was **lovely and vibrant** and added to the experience! My son hasn't stopped talking about our time here since. - Danielle Lovejoy

Fantastic place to take children of all ages! Extremely **clean and welcoming and the staff is so friendly and helpful.** We even got to meet the manager who was helping out at the snack counter and you can just tell she loves what she does. Every family there was so sweet. It's going to be a 10/10 from me. - Mare Moran

The venue was well-staffed and very clean and colorful, with an important educational emphasis. The museum is **an excellent investment for High Point.** - Wanda Jordan

I cannot say enough about this children's museum...It is absolutely wonderful. We spent four hours every time and still can't do everything. There are **little surprises hidden everywhere.** Absolutely love this place and everything that goes into it. Very reasonably priced. - Logan Stewart

**Easily the best kids museum I've ever been to!** I've lived all over the US and overseas in Korea and this one is superior. The complex is large, with easy parking and security. Inside there are two levels and a cafe, with endless options for kids and plenty of seating for the adults. Further, they have scheduled activities such as stem crafts and story time spread throughout the day. In the back yard, they have a beautiful playground and the best Carousel we have ever seen! Go check it out 10/10!!! - Keanu Sorbelli



## Birthday Parties

### We love celebrating special days with our friends!

Join us for a birthday party on Saturdays or Sundays—our cheerful party rooms can host up to 45 guests! We'll greet your group and handle the heavy lifting, so you can focus on the fun.

But you don't need a party to feel special! Just let us know it's your big day at the Welcome Desk, and you'll get a birthday sticker and maybe even hear the Happy Birthday song during your carousel ride! Scan the QR code for more information.



### Did You Know?

#### WE ARE A CERTIFIED AUTISM CENTER!

Our staff is trained to better serve autistic individuals and those with sensory needs. We have implemented sensory-friendly practices, providing special kits at our welcome desk with noise canceling headphones, sunglasses, special directions on our website and our front desk that help parents plan their visit. The Qubein Children's Museum offers special sensory sessions once a month, usually the first Tuesday of every month from 9 a.m. to 11 a.m. During these sessions, we lower sounds, dim lights and limit crowd size for those who need a calmer, quieter experience. Visit our website for details.

### Did You Know?

#### WE OFFER SUMMER CAMPS!

We hosted our first round of summer camp in 2024. It was such a hit, we expanded our options. Camps are available for children entering K-2nd grade. Exciting week-long camp topics include Dino Days, Under the Sea, Space Odyssey, Icky-Sticky-Ooey-Goey and Camp Hogwarts. For details scan the QR code.



### Did You Know?

We've had so many visitors that we had to expand our parking lot. We know how important safe, convenient parking is for families. Now ours is even better! And of course, parking is always free for our guests.



### What's Coming Up?

This summer, get ready to dig into adventure as we unveil our brand-new sluice with Gem Mining! Kids will have the chance to mine for real gemstones, identify them, and take home their treasures. It's hands-on learning and discovery—just in time for summer fun!

# Engaging Hands-On Learning Every Day

## It's never the same place twice!

Throughout the year, we keep the learning and fun fresh with imaginative programming. Here's a look back at engaging hands-on programming over the last year ....

### What in the World Wednesdays

We partner with High Point University's Science Team to present "What in the World Wednesdays," a monthly program that brings hands-on science experiences to children and their families. Through interactive science stations led by university students, faculty and museum staff, children explore exciting scientific concepts in a fun and engaging environment. It's out of this world! HPU even brings their inflatable planetarium!

KEEP UP WITH  
OUR EVENTS HERE!



### Superheroes Week

Kids embrace their inner superheroes with exciting challenges and activities that spark creativity, teamwork, and problem-solving.



### Robots Take the Lead

Children and families explore coding, problem-solving, and creativity through interactive robotics challenges.

### Zoo Visits

Ambassadors from the NC Zoo provide guests an up-close experience with wildlife while teaching us about conservation. They've brought giant turtles, hares, really large insects and more.

### Museum Garden

From Spring to Fall, we grow yummy veggies, fruits and herbs for guests to enjoy! From tomatoes to cucumbers to blueberries to basil, when it's ripe, we let kids do the picking.

### Solar Eclipse Celebration with PARI

We partnered with the Pisgah Astronomical Research Institute (PARI) for a Solar Eclipse event, sparking wonder about space and astronomy.

### Steve Spangler

A regular on *The Ellen Show*, Steve is the mastermind behind the famous exploding Diet Coke & Mentos and he comes to our museum to host professional development workshops for local educators. Last April, he brought his signature brand of explosive fun to our stage for the STEM & Play Soriee!

### Seaside Sock Slide

We unveiled the Seaside Sock Slide, an indoor skating rink that lets kids slide on a slick surface with their socks, offering a fun and active experience for all ages.





### Mrs. Cottontail

Not only is she an amazing storybook reader, Mrs. Cottontail brings her own real bunnies dressed in cute little outfits. Children learn about how to safely pet a bunny and even get to hold one! Mrs. Cottontail visits us once a month!

### Halloween Bash STEAM Spook-tacular

Our Halloween celebration featured spook-tacular STEAM activities, including:

- Pumpkin Decorating Contest: Schools submitted pumpkins for a chance to win a free field trip!
- Witches' Brew: A bubbling and fizzing chemical reaction experiment
- Growing Monsters: Fun with expanding polymers
- Boo Bubbles: Exploring dry ice and its magical effects
- Haunted Art Studio: A creatively eerie experience filled with Halloween-themed art

### Grinch Prevention Month

December was full of anti-Grinch cheer as we celebrated Grinch Prevention Month, featuring:

- Whoville Snowglobes: A whimsical craft activity where families created their own snow globes inspired by Whoville.
- Light Grinch's Tree: A STEAM project where kids learned about circuits by experimenting with wires, batteries, LED lights, and conductive slime to illuminate the Grinch's tree.
- Visit with Santa: Families enjoyed a magical visit with Santa, creating cherished holiday memories with festive cheer.

### Play, Learn, Connect — 2024 Play Summit

In September 2024, we hosted the 2024 Play Summit, welcoming over 200 professionals from children's museums and science centers across the Southeast. The day included professional development, networking opportunities, and—of course—plenty of play.

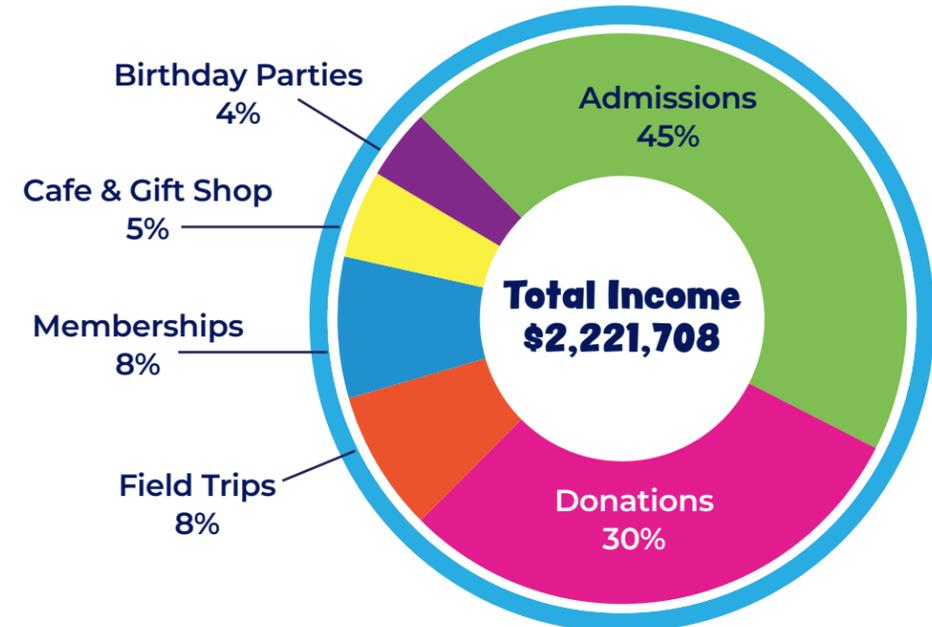
### Noon Year's Eve Celebration

Guests rang in the new year early with a family-friendly party featuring crafts, activities, and countdown to noon followed by dropping 5,000 fluffy snowballs in the lobby. You should see the epic snowball fight after!

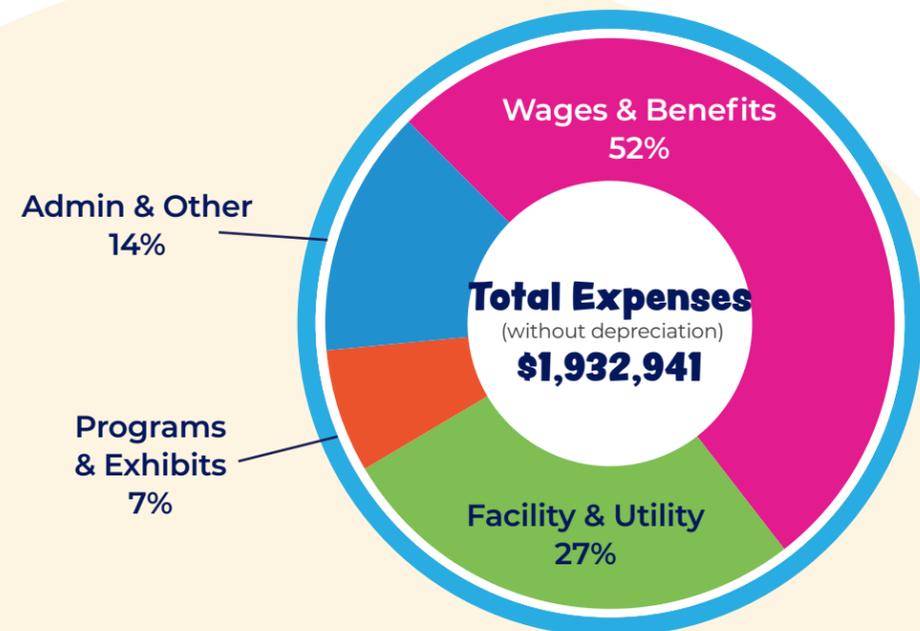


## Our Financial Picture (2024-25)

The Nido & Mariana Qubein Children's Museum is a 501c3 non-profit



City, county, state, federal funding 0%



# Thank You to our Donors!

Not only did our generous donors make the dream of the Nido & Mariana Qubein Children’s Museum a reality—with a \$30 million investment—they continue to make a lasting impact every day.

Thanks to ongoing support, we’re able to keep admission affordable for families. While the true cost of each visit—including staffing, maintenance, and operations—is about \$25 per person, ticket prices remain \$14, thanks to the generosity of our donors.

Your support makes play, learning, and discovery accessible to thousands of children and families each year—thank you!



## MUSEUM VISIONARY GIFTS OF \$5 MILLION+

High Point University  
Mariana & Nido Qubein

## MUSEUM BENEFACTOR GIFTS OF \$1 MILLION+

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## EXPLORER GIFTS OF \$100,000+

Elizabeth Aldridge  
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## MUSEUMIST GIFTS OF \$25,000+

Kate & Rob Buckfelder  
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William Charles Buckfelder  
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Palmer & Kerr Ramsay  
Stephanie Ross  
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Austin Qubein Samuel  
Grayson Charles Samuel  
Victoria Ramsey Samuel  
Wesley James Samuel

## Want to become a supporter?

Your support is greatly valued and appreciated. Learn more about our giving opportunities by scanning the QR code below, or contact our Director of Development Cameron Smith at [Cameron@QubeinChildrensMuseum.org](mailto:Cameron@QubeinChildrensMuseum.org) or call 336-888-7529.



## THANK YOU TO OUR BOARD OF DIRECTORS

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Cindy Farmer  
Morgan Qubein  
Allen Young



## Come See Us!

Tuesdays 9 a.m.-1 p.m. (9 a.m. to 5 p.m. Summer: June 3 to Aug. 22)

Wednesdays – Saturdays 9 a.m. to 5 p.m.

Sunday 1 p.m. to 5 p.m.

Closed Monday

## Stay Connected!

To keep up with our events and news, sign up for our newsletter, here:



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NIDO & MARIANA QUBEIN  
**CHILDREN'S MUSEUM**

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