



NIDO & MARIANA QUBEIN
CHILDREN'S MUSEUM

IMPACT REPORT
2022-2023

A LOOK AT OUR FIRST YEAR

Providing a space of wonder, discovery and play for all children and families



A NOTE FROM OUR EXECUTIVE DIRECTOR MEGAN WARD

Last year, we ordered 60,000 rubber duckies with our museum logo. These were ready to go by our grand opening day, April 30, 2022.

During our visits to other children's museums, we had noticed a common problem with children crying at closing time. We thought giving each child a duckie would prevent tears as they left ours.

It worked pretty well.
We were out of duckies by mid-summer.

The response to the Nido & Mariana Children's Museum has exceeded all our expectations. We estimated about 60,000 visitors for our first year of operation.

In our first year, we welcomed 200,000 people. Our guests came from 47 states, 336 NC cities and 12 countries.

We held 159 birthday parties and provided more than 23,000 people free or reduced admission.

We were also very happy to welcome more than 1,600 of our museum member families.

These numbers alone suggest an incredible first year. What the numbers don't show are the meaningful experiences we shared with children and families over the last year.

- The 4-year-old who finally made it to the top petal of our Courage Climber after trying every Friday for three months.
- The boy who built the biggest paper airplane we've ever seen. It sailed off our balcony!
- A note from a teacher of exceptional children who shared with us that her student spoke her first full sentence in our museum.

\$27 MILLION ECONOMIC IMPACT TO HIGH POINT
ESTIMATED BY VISIT HIGH POINT

NAMED NORTH CAROLINA VISITOR ATTRACTION OF THE YEAR

NC TRAVEL INDUSTRY ASSOCIATION

12,600+ STUDENTS VISITED
ON FIELD TRIPS

23,000+ PEOPLE PROVIDED FREE OR
REDUCED ADMISSION

200,000+ VISITORS IN
OUR FIRST YEAR

- The mom who came in expecting her “Covid Baby” to melt down in a children’s museum because he hadn’t been out much. Hours later, she left with happy tears. Her little one made friends and explored with abandon.
- The little girl who ate her first tomato right off the vine growing in our community garden.
- The family who spent three entire hours in our Hall of Mysteries, solving every mystery together.
- The little girl who heads straight to Mars Academy every time she visits and puts on an astronaut jumpsuit. She wears it the entire time she’s here.

The smiles, *the high-fives*, the hugs.
The discoveries, the learning, the play and *the joy*.

Thank you to *our supporters* for helping make this happen here in High Point. Our hometown wouldn’t have this special place without Dr. and Mrs. Qubein, our generous donors and our board members.

Thank you to our exceptional staff who who work hard everyday to support *our mission*:

“To provide 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.”

We are excited to start our second year and we look forward to sharing more special experiences with our guests. We have moved on from rubber duckies to rubber dinosaurs. This time, we ordered extra.

Thank you,
Megan Ward

mward@QubeinChildrensMuseum.org | 336-888-7529 ext 532





THANK YOU, QUBEIN CHILDREN'S MUSEUM STAFF!

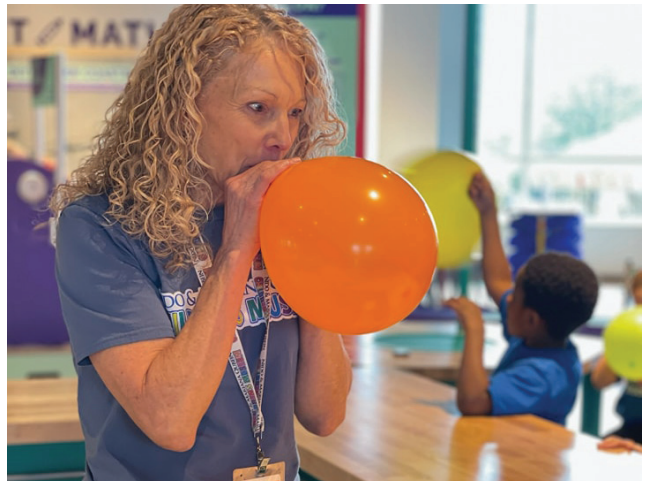
From Pop-Up Experiments to birthday parties to field trips to kind welcomes and words, thank you to our exceptional staff. They make our museum truly special and filled with laughter, discovery and joy.



MEET JOY HAMLIN, OUR VOLUNTEER OF THE YEAR!

In our first year, Joy Hamlin dedicated more than 130 hours to helping the staff and families enjoy their experiences at the museum. Joy brings positivity and happiness to everyone she interacts with at the museum. Joy loves spending time in our art studio and guiding our youngest guests in creating masterpieces. Thank you, Joy, for giving our museum your time.

Want to join Joy and our other volunteers? Visit QubeinChildrensMuseum.org and click on "Our Story/Volunteer here or call 336-888-7529.



NC VISITOR ATTRACTION OF THE YEAR

In November 2022, just seven months after our grand opening, our staff celebrated an exciting award. The Nido & Mariana Qubein Children's Museum was named North Carolina Visitor Attraction of the Year by the North Carolina Travel Industry Association. The award recognizes a North Carolina visitor attraction that exemplifies excellence and sets the standard for an exceptional visitor experience.

"In just a short amount of time, the museum is developing High Point as an attractor for leisure visitors as well as a destination for families to call home," says Melody Burnett, president of Visit High Point. "I'm not surprised that the museum is already garnering state attention as it was an easy nomination for Visit High Point to make to the NCTIA awards panel."



THE REVIEWS ARE IN!

Thank you to our guests who gave us 5-star reviews! Your encouragement keeps us going strong!

Exceeded my expectations!!! I'm overjoyed with this museum, the staff were incredibly kind and helpful. The atmosphere is wonderful and hearing all the kids having fun definitely makes this a winner. It's 2 floors and each one is filled with things for the kids to run around and make wonderful memories. Thank you so much to the Qubein family for bringing this gem to High Point. | Jennifer S.

Best children's museum we've ever been to! After traveling around the country this gem is something I'm proud to have in our backyard. Our kids enjoy it so much! | Alia

My family and I love going to this museum. They are so welcoming and sweet. The staff and volunteers are all sweet, accommodating, and overall great listeners. A big kudos to them for also returning my emails. Overall our experience was amazing. | Amber B.

Always a pleasure to visit and I'm thankful to be a member at such a wonderful facility. If you want a place where you can watch your child learn, explore & grow, this is the place for you. | Brittany H.

We travel around the country full time and are visiting here now. My kids rated this one of the top 3 kids museums they've been to. It's definitely one of the better ones from a parent's point of view too. So many activities and one of the coolest water rooms. | Brandon M.

BEST PLACE TO TAKE YOUR KIDS!!! my 16 month old loved it. There was nooooo stopping him from walking around and looking at everything, all the colors and noises to all the loving sweet staff. My first time going and I gave it a 5 star. So clean and organized. Staff is constantly cleaning and picking up and so attentive! I've recommended it to all my mom friends | Alex O.

We had our daughter's birthday party here. The entire process was made easy by the wonderful staff. They were very thorough in explaining how everything would work and made our lives so easy. We thought we would be overwhelmed by everything that would need to be done when we got there, but Kathleen and Joanna took care of everything for us. All the children were entertained and had plenty of time to explore the museum. The party rooms were clean and were perfect size for any gathering. Would highly recommend it for any parent trying to plan a toddler's birthday, if you want a low stress and educational experience. 20/10 stars. | Chris. H.

Great place, probably the best children's museum I have gone to in North Carolina. | Patricia K.

10/10 from the staff to the experience for my babies! My absolute favorite place to bring my little ones. I've never met a staff as kind, friendly, and attentive as the staff here. Keep up the good work. | Chatauna E.



NIDO AND MARIANA QUBEIN CHILDREN'S MUSEUM IS NOW A CERTIFIED AUTISM CENTER

Our staff received training and certification through the International Board of Credentialing and Continuing Education Standards. Throughout our museum, you will find sensory guides at exhibit entrances. Our sensory guides serve as a key to what sensory experiences lie ahead, including noise levels, sights and even smells.

Those same sensory guides are available at our welcome desk and are posted on our website so visitors can know what to expect before visiting the museum. Sensory backpacks are always available for check out at our welcome desk. These backpacks include noise-reducing headphones, fidgets, toys and sunglasses.

On June 13, we will host our first Sensory Play Session, designed for children with varying sensory, developmental, or physical needs. Explore the Museum in a comfortable and accepting environment that features fewer guests, adjusted exhibits and light and sound reduction. More info can be found at QubeinChildrensmuseum.org

A SPECIAL THANK YOU TO OUR WONDERFUL FOUNDING DONORS!



MUSEUM VISIONARY GIFTS OF \$5 MILLION+

High Point University
Mariana & Nido Qubein

MUSEUM BENEFACTOR GIFTS OF \$1 MILLION+

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The Moffitt Girls
JoAnn & Bill Owings
Miles Franklin Qubein
Oliver Charles Qubein
Palmer & Kerr Ramsay
Stephanie Ross
June & Barry Safrut
Austin Qubein Samuel
Grayson Charles Samuel
Victoria Ramsey Samuel
Wesley James Samuel

EVENT HIGHLIGHTS

OUR FIRST ANNUAL EVERYTHING!

GROWN-UP NIGHT

Our first ever Grown-Up Night last fall was a sell-out success! More than 500 grown ups came to play and enjoy food, drinks and games. It was a night for us all to be kids at heart! Plans are underway for our next grown up event. Watch our website for details.



NOON-YEAR'S EVE!

We partied hard that day with a "Bubble-Wrap Dance Party." We counted down to noon and our staff dropped 4,000 plush snowballs into our lobby. Grown ups joined in on the biggest snowball fight we've ever seen. It was so much fun, we did it again at 4 p.m. By the way, want to know how to clean up 4,000 plush snowballs in under 5 minutes? Tell 400 kids they get a toy dino for helping pick up!

STEVE SPANGLER'S STEM NIGHT

Steve Spangler is a television personality, a regular on the Ellen Show, bestselling author and High Point University's STEM Educator in Residence. In March, he visited the museum and taught his fun, messy science experiments to local teachers for professional development and then with our guests. He showed us how to use a leaf blower to really get toilet paper flying (all over the audience) and Steve unveiled our newest addition to our STEM Lab: the giant energy stick. Steve plans to return to us later this year!





“WE’RE PLANTING SEEDS OF GREATNESS IN THE MINDS AND HEARTS OF CHILDREN.”
DR. NIDO QUBEIN







**“CHILDREN ARE LIKELY TO LIVE UP TO WHAT YOU
BELIEVE OF THEM”**
LADY BIRD JOHNSON



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200 Qubein Avenue
High Point, NC 27262

336-888-7529

QubeinChildrensMuseum.org