

# THE CHILDREN'S PLAYHOUSE

400 Tracy Circle, Boone, NC 28607 ♦ [www.goPlayhouse.org](http://www.goPlayhouse.org) ♦ 828-263-0011 ♦ EIN #27-0065653

## 2021 Overview: Overcoming Obstacles to Open Doors



### History and Mission

The only children's museum based in the High Country, The Children's Playhouse offers stimulating arts and science-based programs, enticing play areas and exhibits, and informative parenting resources.

Our mission is to provide children from birth to age eight with enriching, educational play experiences while at the same time offering their parents and caregivers friendly support in the important job of raising children. Parents and caregivers stay and play with their children.

The Children's Playhouse will celebrate 20 years of service to High Country families in November, 2022.

### Play Kit Project Concludes

Despite the enormous challenges posed by the pandemic, The Children's Playhouse never stopped serving families.

From May 2020-March 2021, we designed 14 different play kits and assembled 1650 boxes which were distributed through the Playhouse website and throughout the county. Over 65% were given free of charge to at-risk families in cooperation with 19 other agencies including the Hunger Coalition and the Watauga County Schools early intervention program.

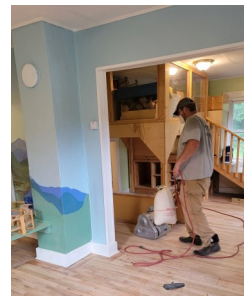


### DIY Renovation

From March 2021 to August 2021, we used donations and many talented volunteers to renovate our building so that we could welcome families back into a space that feels fresh, clean, and safe.

Renovations included:

- ♦ remodeling our art workshop/ kitchen with new sink, cabinets, and tile
- ♦ painting all rooms
- ♦ refinishing all the upstairs floors
- ♦ replacing ceilings and lighting in 2 rooms
- ♦ installing a new, safer fence
- ♦ painting three wall murals
- ♦ adding an IQ Air purifier
- ♦ Installing two new outdoor music features
- ♦ creating a new light exhibit room/calm down space





## Playhouse Reopens Providing Fun and Connection in a Safe Environment

The Playhouse reopened on August 17, 2021. **Generous funding from foundations and our local governments allowed us to reopen with an emphasis on serving the community.**



We extended all pre pandemic memberships and restarted our sponsored memberships which include scholarships for low-income families and military families, free membership for first-time parents until their child is 18 months old. Early intervention programs and the Department of Social Services are once again serving families in our space through our Agency memberships.

We reopened with careful COVID mitigation precautions to ensure that families could play safely and without anxiety. These precautions include masking, limiting the number of families, handwashing, increased ventilation and air purification, and frequent toy sanitizing. All of our front-line staff and volunteers are vaccinated and boosted.



Although the COVID precautions are expensive and limited our earned income, they did not seem to inhibit families' enjoyment of our space. Ninety-two percent of survey respondents said that they were "very likely" to visit again and their comments were glowing:

*The safety measures are excellent and exactly what we were looking for during this time*

*Awesome resources, high quality and well maintained toys, good masking and COVID safety measures*

*It was our first time and every time we entered a new room, my kids were delighted all over again!*

Currently our membership and attendance numbers are at about 60% of where they were prior to the pandemic but we are certain that as we are able to ease masking and timed ticketing, more and more families will return to the new, improved Children's Playhouse.



*...When I tell [my grandson] we are going to The Children's Playhouse he is on Cloud Nine. That should say something.*

