

Glazer Children's Museum

Tampa, Florida



Photo by White Oak Associates

The Glazer Children's Museum successfully launched in 2010 guided by President and CEO, Al Najjar. The 53,000 sq. foot Museum serves the Greater Tampa area and its tourists and has over 170 interactive exhibits in 12 themed areas.

Prior to opening, White Oak conducted a market assessment and attendance potential study and reviewed and commented on their *Business Plan*. Building on its success since opening, President Al Najjar in 2011 initiated a strategic planning process. White Oak was contracted to develop a framework and guide and facilitate the development of a new *Strategic Plan* that will steer the course for continued success and sustainability.

The first year has been a huge success in its *Business Plan* and community relationships, thanks to Najjar and his team. An experienced museum professional, Najjar was able to handle much of the planning work, to keep his limited funds focused on just the research and planning services he needed from White Oak Associates.



White Oak's Role: *Market Assessment, Attendance Potential and Business Analysis prior to Opening; Post Opening: Facilitator for Development of a Strategic Plan, including Workshop Facilitation, Museum Performance Assessment and Framework for the Strategic Plan*

Client: Glazer Children's Museum

Capital Budget: \$20 million

Architect: Gould Evans in Collaboration with Haizlip Studios

Open: September 2010



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