



FOR IMMEDIATE RELEASE:

May 2, 2023

Media contact:

Cass Bergemann, (414) 390-5500

cbergemann@muellercommunications.com

**BETTY BRINN CHILDREN'S MUSEUM ANNOUNCES CEO'S TRANSITION
AND SEARCH FOR NEW LEADER**

Brian King to remain CEO until successor arrives, including leading the search for new Museum site

MILWAUKEE — Betty Brinn Children's Museum (BBCM) today announced a plan for the transition of its CEO, Brian King, out of his current role. King recently informed the Board about his decision to step down from his current position. He will continue in his role until a new CEO is in place, and is committed to leading and supporting the Museum's new site selection and development process for as long as it makes sense for the organization.

"It has been an honor to lead Betty Brinn Children's Museum over the last three-and-a-half years, as we made major advancements for the Museum," said King. "As we look to the next chapter and all that's ahead – including a new location – I believe it's the right time to transition this position to a new leader."

The BBCM Board of Directors is launching a local and national search for King's replacement, working with Mindy Price at Leading Transitions. The goal is to identify a new leader to guide the organization as it builds on a successful track record over the last few years. The search will be led by a committee from the BBCM Board of Directors and chaired by Board member Greg Nickerson. The committee will begin its search in the coming weeks, with plans to have a successor in place before the end of the year.

"Brian's leadership and vision have guided Betty Brinn through one of the most difficult chapters in the Museum's history while our doors were closed during the COVID-19 pandemic," said Laura Orr, Betty Brinn Children's Museum Board Chair. "With Brian's leadership, the Museum emerged far stronger, with an exceptional senior team, a refocused educational mission and record attendance and revenue. We are grateful for his continued contributions during this transition."

BBCM celebrates Brian's contributions to the organization, and the larger Milwaukee community, during his tenure as CEO, which include:

- Assembling an exceptional senior leadership team that has implemented numerous innovative initiatives over the last three years, positioning it for ongoing success.
- Achieving record attendance in Q1 2023, reflecting the renewed success in Museum offerings as patrons were drawn to the new visitor experiences, including a new cafe, Betty's Beans and Books; reception area; and new exhibits like the Pet Vet.
- Earning record revenue in 2022, ending the year with a surplus, enabling it to continue to reinvest in its reimagined patron experience and educational offerings.

- Recentering on its educational mission, reestablishing an education director position and activating its mission through its Be A Maker space (BAM!), the new Play Lab initiative and enhanced educational programming.
- Launching the Wonder Wagon, a mobile museum that has helped reach many new children in our community.
- Advancing efforts to find a new home that better meets its mission and the needs of the community.

The BBCM Board of Directors is committed to building on these accomplishments, and is seeking a leader who can continue to accelerate the changes that King has put into place.

The Museum recently retained Colliers International, a leading commercial real estate firm, to lead the search for its new location in partnership with a task force created by the Museum's Board of Directors. The task force includes King, members of the BBCM Board of Directors, and representatives from other Milwaukee community organizations.

###

About Betty Brinn Children's Museum

The mission of the Betty Brinn Children's Museum (BBCM) is to inspire all children to wonder and explore their world through play and innovative, hands-on learning experiences. The Museum opened in 1995 and serves almost 200,000 visitors each year at its downtown Milwaukee location. BBCM is dedicated to ensuring that all children have access to its interactive educational exhibits and programs designed to promote the social, emotional and intellectual growth of children from birth through age 10.