



**CREATIVE  
LEARNING**



**PURPOSEFUL  
PLAY**



**PROVEN  
SUCCESS**





## PLAY STREET MUSEUM: PLAY WITH PURPOSE

The children's educational play industry is experiencing unprecedented growth, and today's parents are increasingly seeking thoughtfully designed, screen-free environments where their children can learn through exploration and hands-on discovery. Play Street Museum has positioned itself at the forefront of this movement, offering a proven business model that combines educational purpose with strong financial performance.

Play Street Museum's story began with a simple yet powerful recognition: children deserve more than just entertainment; they need thoughtfully designed environments and purposeful activities that spark creativity, build confidence, and support

foundational learning. Through our first three company-owned locations, we refined this immersive approach, creating experiences that engage children through hands-on exploration, self-guided play, and intentional design. In doing so, we built a loyal following of families who value our distinctive blend of education and play. Today, we are expanding our impact through franchising and empowering entrepreneurs to bring these carefully crafted learning environments to communities nationwide.

With over a decade of experience, together with our franchise owners, Play Street Museum has continued to enhance our proven model with a consistent vision.

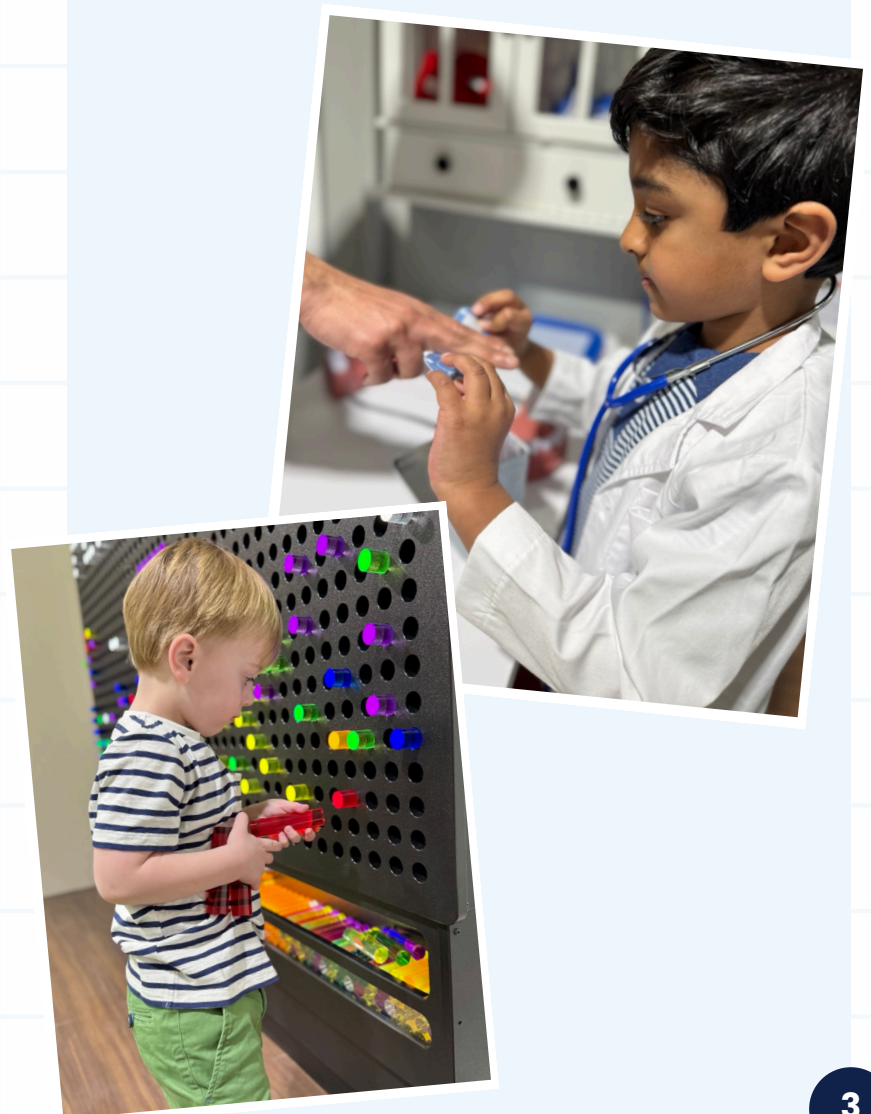
Every element within our museums, from the physical layout, to the interactive exhibits, is intentionally crafted to spark creativity, promote independence, and support meaningful developmental growth. At Play Street Museum, play isn't just fun, it is foundational, purposeful, and designed to help children build the skills and confidence they will carry forward for a lifetime.

Play Street Museum's franchise opportunity is designed for a range of investment profiles, offering opportunities for both single-unit and multi-unit owners. Our efficient staffing model, strong brand recognition, and dynamic curriculum, coupled with comprehensive training and ongoing support, create a foundation for sustainable growth and strong returns.

Additionally, Play Street Museum is highly focused on franchise owner return on investment. Our operational standards, training programs, support structure, marketing initiatives, and communication systems are all aligned with our proven model and designed to drive measurable results for our franchise owners.

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# WHAT SETS PLAY STREET APART

Franchise ownership with Play Street Museum places you at the forefront of an innovative, growth-oriented brand that offers critical educational play experiences that are aligned with today's parenting values and positioned to scale with community demand. We've woven efficiency and educational excellence into every aspect of our business model and support you on your franchise journey with proven systems and a clear vision for the industry's future.

Here are just some of the features that help make Play Street Museum a smart choice for entrepreneurs interested in partnering with a brand dedicated to child development and committed to your success.

## **Educational Focus**

Our interactive curriculum programs are designed to be fun and engaging while also being grounded in the fundamentals of child enrichment and development. We help children build foundational skills and learn about the world around them in a highly tactile and screen-free environment! This guiding framework differentiates us from other alternatives in the market.

## **Clean, Calm, and Curated**

Each Play Street Museum location is purposefully designed to create an environment where children can thrive and parents can relax or join in on the fun. Our museums are clean, safe, and engineered for engagement. Parents love the aesthetic and predictability while also having a strong emotional attachment to the experience.

## **Multiple Revenue Streams**

Beyond daily playtime by reservation experiences, we offer birthday parties, field trips, a curated retail area with toys and gifts, craft activities, pottery, slime-making, and other special event programming, all of which create diverse income opportunities.

## **Always Changing Curriculum**

Our in-store activities rotate regularly to encourage repeat visits, deepen engagement, and provide fresh, enriching experiences for every guest.

## **Efficient Staffing Model**

Our optimized footprint and efficient staffing model facilitate beneficial cost to revenue comparisons. Each location typically staffs one to two employees at a time allowing for owner flexibility throughout the week and labor efficiencies.

# INDUSTRY INSIGHTS

Play Street Museum has established itself as a transformative force in the children's education and entertainment industry through our commitment to educational integration. We are proud of the role we play in supporting child development and providing families with meaningful, screen-free experiences that build confidence, creativity, and connection. Join us as we expand our innovative category-defining model into new communities across the United States as the most trusted brand for educational and creative experiences

## **Demand for Educational Play**

The U.S. children's entertainment market represents a multi-billion dollar industry, reflecting parents' continued investment in experience-based, learning-focused activities that support their children's development.

## **Screen-Free Movement**

Growing parental concern about screen time has created strong demand for engaging, screen-free activities and environments for children.

## **Rise in Experiential Learning**

Modern parents increasingly seek hands-on, experiential learning opportunities that complement traditional education with the global experiential learning market expected to grow significantly over the next decade.

## **Birthday Party + Event Market**

The children's birthday party industry represents a multi-billion dollar market with parents increasingly seeking unique, educational venues beyond traditional options.

## **Childhood Development Focus**

Increased awareness of the importance of early childhood development has driven demand for programs that support cognitive, social, and creative development in young children.



# INVESTMENT + CANDIDATE PROFILE

We're on the search for passionate franchise owners looking to bring meaningful play and enrichment opportunities to their community.

## **Investment**

\$482,741 - \$759,920

## **Net Worth Requirement**

\$700k

## **Liquid Capital Requirement**

\$150k

## **Financially Qualified**

Candidates must meet our financial qualification standards to support their initial investment and capitalize on continued growth opportunities in their market.

## **Understanding of the Franchise Model**

Our franchise owners are committed to the franchise model and must consistently follow all brand standards to protect and enhance Play Street Museum's reputation in every market.

## **Skillset for Success**

Candidates must meet a skill threshold, which includes, but is not limited to, people management, business acumen, strategic decision-making, and effective team leadership.

## **Active Ownership**

While schedule flexibility is an advantage of being a Play Street Museum franchise owner, our most successful owners are active within their locations on a consistent basis.

## **The Customer Experience**

Prospective franchise owners must be dedicated to delivering a high-quality guest experience. This includes consistent delivery of brand programming and systemwide initiatives in a clean, safe, and uplifting environment.



# GROWTH POTENTIAL

Play Street Museum offers several growth opportunities for franchise owners.

## **Single-Unit Focus**

Perfect for owner-operators who want to be deeply involved in their community while building a sustainable, profitable business with strong local connections.

## **Multi-Unit Development**

Franchise owners have the potential to open multiple locations. Our efficient operational model and proven systems support successful, multi-unit development for qualified operators.

## **Diverse Revenue Streams**

Multiple income opportunities including:

- Weekday Playtime Admissions
- Birthday Parties
- Retail Sales
- Crafts (Slime, Pottery, Canvas Painting, Dip Dye, Jewelry Making)
- Special Events
- Field Trips

## **Expanding Market Presence**

As Play Street continues to expand, our franchise owners benefit from increased brand recognition, shared marketing initiatives, and the strength of a growing system.

## **Community Impact Investment**

Beyond financial opportunities, franchise owners invest in their community's children and families, creating lasting relationships and meaningful impact.

## **Operational Efficiency**

Our smaller footprint and efficient staffing model position franchise owners for financial returns while delivering high-quality experiences.



# FRANCHISE SUPPORT EVERY STEP OF THE WAY

## Comprehensive Play Street Museum Franchise Owner Support

At Play Street Museum, we know that a strong start sets the stage for long-term success. That's why we provide comprehensive, hands-on support long before you even open your doors and continue that support throughout your franchise journey.

### Pre-Opening Support

- Site selection guidance and approval process
- Design, layout, and construction planning
- Equipment and supply procurement assistance
- Marketing strategy
- Grand opening on-site support

### Ongoing Support

- Operational systems and procedures
- Curriculum development and training
- Seasonal activities and events
- Community engagement strategies
- Financial performance monitoring

### Home Office Team

As an established and expanding brand with a strong home office support team, we provide the stability and resources franchise owners need to succeed while maintaining the flexibility to adapt to local community needs. Our comprehensive support structure ensures that franchise owners have the tools, training, and ongoing assistance needed to establish a successful Play Street Museum that serves their community while achieving their business goals. You're never building alone, you're supported by an experienced team committed to your growth.



# JOIN PLAY STREET MUSEUM

## **Build a Business That Inspires Creativity and Encourages Learning**

Play Street Museum represents more than just a franchise opportunity. This is an opportunity to create lasting impact in your community while building a rewarding and meaningful business. Our network of educationally focused, play-driven learning environments is designed for today's family and offers a smart, scalable franchise opportunity that blends purpose with a strong business opportunity.

With high-impact programming, strong community appeal, and comprehensive support from our experienced team, Play Street Museum empowers you to build a business that makes a difference. You'll be backed by a brand that's trusted and loved by parents nationwide, with a proven model focused on child development and educational excellence.

## **Vision For Success**

Our goal is to continue to enhance our reputation as the most trusted and reputable brand for educational and creative experiences for children and families. We measure success not only through revenue, increased profitability, higher resale values, and increased owner satisfaction, but also by smiles, excitement, and appreciation that both kids and parents have for Play Street Museum.

## **Ready to explore this exciting franchise opportunity?**

Contact us today to learn more about bringing Play Street Museum's unique educational play experience to your community.

Building confidence, creativity, and connection one visit at a time.

## **Websites**

Franchising: [playstreetfranchise.com](http://playstreetfranchise.com)

Consumer: [playstreetmuseum.com](http://playstreetmuseum.com)

## **Contact Us**

[franchiseinfo@playstreetmuseum.com](mailto:franchiseinfo@playstreetmuseum.com)



# QUESTIONS

