



## **Overview**

The National Museum of Crime and Punishment (NMCP) is a privately owned attraction that explores the evolution of crime and punishment throughout the development of American society. The NMCP provides guests of all ages with memorable insight into the issues of crime, crime fighting and the consequences of committing a crime in the United States through an educational, entertainment-based, captivating interactive experience.

The NMCP combines genuine historic artifacts, audio, video and lighting effects, hands on interactive stations, informative exhibits and displays, multi-media presentations, skill-testing competitions and simulator challenges to provide a one-of-a-kind experience. Exhibits are coordinated and organized to enhance the overall effect while dispelling rumors surrounding our nation's history of crime and punishment.

## **Demographics**

Washington, DC has attracted more than 15 million visitors annually in each of the last three years, ranking 6<sup>th</sup> among US cities for domestic travelers and 8<sup>th</sup> among foreign travelers. Total visitor spending has increased in each of the last 3 years, rising from \$4.83 billion in 2004 to \$5.24 billion in 2006. Museums and art galleries are the second most frequented leisure activity among travelers, accounting for a large number of the 73.9 million visits to DC area attractions in 2006. Travel to Washington, DC experiences relatively little seasonality, with December and January accounting for the slowest travel months. Visitors to DC are relatively affluent, with 56% of all leisure travelers having household income in excess of \$75,000.

## **Owners**

The primary owners of the Museum are accomplished businessmen and entrepreneurs who are experienced entertainment venue operators, having successfully established and grown the WonderWorks brand of amusement centers in Orlando, Florida and Pigeon Forge, Tennessee. John Walsh, founder and host of the hit television show *America's Most Wanted* is an equity partner.

The NMCP has an exhibit area devoted to John Walsh and is also the home to his filming studio for *America's Most Wanted*. Visitors are able to walk on the studio set and marvel at the numerous criminals John Walsh and *America's Most Wanted* have helped to capture.

## **Mission Statement**

The mission of the NMCP is to provide guests of all ages with memorable insight into our Nation's history of crime, law enforcement, forensic science, crime scene investigation (CSI) and the consequences of committing a crime, through a captivating, interactive, entertaining, and educational experience.

## **Location**

The Museum is located within the historic Penn Quarter district of Washington, DC, a ½ block from the Verizon Center and 1 ½ blocks from the Smithsonian American Art Museum. In addition, the Museum is within walking distance from many points of interest including the Capital Building, the White House, the Washington Monument, the National Mall, and the J. Edgar Hoover FBI Building. NMCP encompasses three stories and more than 28,000 square feet of space in an existing building on 7<sup>th</sup> Street, NW between E and F Street.