

**Agency: Commerce, Community and Economic Development****Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Fairbanks Children's Museum****Federal Tax ID: 26-4095584****Project Title:****Project Type: Other**

# Fairbanks Children's Museum - Expansion and Relocation

**State Funding Requested: \$166,000****House District: Fairbanks Areawide (1-5)**

One-Time Need

**Brief Project Description:**

The Fairbanks Children's Museum, to be located in the downtown, core area of Fairbanks, will serve the families and children of Interior Alaska by providing play-based learning opportunities and central access to early childhood development resource networks.

**Funding Plan:**

Total Project Cost:	\$250,000
Funding Already Secured:	(\$26,500)
FY2015 State Funding Request:	<u>(\$166,000)</u>
Project Deficit:	\$57,500

*Funding Details:*

2013: \$113,395 in corporate and public donations. Earned income was over \$37,000 (although the museum was only open for three months). Anticipated earned to contributed ratio is 65/35.

**Detailed Project Description and Justification:**

The Fairbanks Children's Museum will be open year-round in a permanent, leased location and will offer much-needed interior, educational play space to families with young children in the Interior. Visiting families will also benefit from the availability of the Museum. Exhibits, spaces and activities will be targeted towards children under the age of 10. Individuals of all ages with learning disabilities will also be included in the target demographic.

The Fairbanks Children's Museum is currently operating in its third year of non-profit incorporation. It began as a traveling "museum without walls" program which offered monthly events to the communities of Fairbanks, North Pole, Delta and Tok. In 2013, the University of Alaska Museum of the North and the Fairbanks Children's Museum entered into a partnership designed to give the FCM its first operative, although temporary, location while boosting the community usage of the Museum of the North. This partnership has been a great success and has brought over 10,000 additional visitors in four months into both museums.

While the temporary solution to meeting the need for interactive, play-based learning opportunities has offered multiple benefits to the Fairbanks Children's Museum, visitor traffic has already exceeded the capacity of the small space. As a result, the board of directors and

museum leadership is actively negotiating for a permanent space in downtown Fairbanks. This space will enable the Fairbanks Children's Museum to offer over double the square footage of exhibit space, space for a classroom to partner with other agencies to provide resource education, integration into events, festivals and other community activities and increased availability for field trips and group visits. Benefits to Downtown Fairbanks include substantially increased foot traffic and an increase in secondary economic activity.

Operational funding: Once the initial capital investment is made into the exhibits, the operational funding will be supported at the local level through earned income and annual fundraising. The State of Alaska will not be asked for annual support.

### Project Timeline:

Exhibits to be installed over the summer of 2014 with an opening date of 10/1/2014.

### Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Fairbanks Children's Museum

### Grant Recipient Contact Information:

Name: Brenda Riley  
 Title: Executive Director  
 Address: PO Box 72477  
 Fairbanks, Alaska 99707  
 Phone Number: (907)374-6873  
 Email: brenda@fairbankschildrensmuseum.com

Has this project been through a public review process at the local level and is it a community priority?  Yes  No

DRAFT

Fairbanks Children's Museum Business Plan  
Revised February 2014

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Summary statement

The Fairbanks Children's Museum, established as a non-profit organization in 2011 to provide creative play based learning experiences for the children and their families of the Interior of Alaska, will open its permanent facility in 2014 and be supported by admissions revenue, membership fees, other earned revenues, grants and ongoing fundraising activities.

Vision for the FCM

The mission of the Fairbanks Children's Museum is to inspire and connect families through discovery and the power of play.

The Fairbanks Children's Museum seeks to offer a resource to parents, families and early childhood educators in the Interior. Children's museums create a sense of place, not only as venues where children and their families can explore and learn together, but also as dynamic community assets with the collective power to shape the future of children and their families. We will offer a well-designed environment where children can learn through exploration. The museum will support parents and early childhood caregivers by offering many opportunities and activities to engage with their children and help them progress in the business of playing. The museum will provide a place where all children, regardless of background, economic status or neighborhood, can have access to an environment that respects the child.

Organization Structure and History

Greater Fairbanks, which includes the second largest city in Alaska, the site of the state university's flagship campus, and two military bases has become a thriving center for arts and culture. Nonetheless, it lacks one very important educational institution: a children's museum. Many cities, large and small, support children's museums which are unique institutions that offer children and parents interactive, curiosity-fulfilling activities.

Recognizing the need for a children's museum in this community, a small group of parents and educators began meeting in 2005 to discuss the possibility of opening a children's museum in the Interior of Alaska. A formal business entity, the Fairbanks Children's Museum (FCM) was formed in 2006 and the small board of directors began growing and cultivating community relationships while dedicating their time to research and business preparations. In 2011, 501(c)(3) nonprofit status was obtained.

The Fairbanks Children's Museum began as a volunteer-based organization. The operation's start-up phase focused on building community awareness, establishing a board of directors, and creating a volunteer infrastructure. A board of directors which oversees policy and direction of the museum initially delegated responsibility for daily operations to the chairs of the committees. In 2011, Brenda Riley (one of the original founders) was named as the Museum Without Walls director and was formally hired in 2012 as the Executive Director to take over daily operations, specifically to continue planning and implementing educational events and to collaborate with other community resources for educational outreach.

The Fairbanks Children's Museum is a member of the Association of Children's Museums, an international professional organization that was founded to expand the capacity and further the vision of children's museums. The Association of Children's Museums provides assistance to members and promotes innovation and dynamic strategies that strengthen children's museums throughout the United States. The Fairbanks Children's Museum is also a member of Museums Alaska and the Northwest Association of Youth Museums.

Even before the museum had its own facility, the Fairbanks Children's Museum developed a unique program that would provide the community with interactive exhibits and hands-on activities: the Museum Without Walls (MWW). The first program took place in the summer of 2011, at the Artisan's Courtyard and attracted over 450 children and adults. For two years, monthly events were held in Fairbanks and North Pole. In the spring of 2013, the Museum Without Walls program traveled to Delta/Ft. Greely and Tok. Other events held during this time period included a traveling planetarium event in cooperation with the University of Alaska, and many outreach events with several community entities including the Fairbanks North Star Borough and Thrive Alaska.

Each MWW took place at a different venue. The benefits of this were many: businesses often contributed their facility for the program, and thus demonstrated their support of the children of Fairbanks as well as the FCM; the variety of locations attracted different visitors, thus expanding the circle of FCM participants; the community discovered what a children's museum is all about and was therefore more likely to contribute funds for a permanent facility. Total attendance for

the duration of the Museum Without Walls program was close to 10,000.

In early 2013, the Director of the University of Alaska Museum of the North approached the Fairbanks Children's Museum with a unique proposal to share space over the winter of 2013-2014. With the chance to be open daily for seven months and to have nearly 2,000 square feet for exhibit space, the FCM would be able to offer a "mini-museum" to the community of Fairbanks that would further demonstrate the benefits of a permanent children's museum. A "mini-capital campaign" was launched and approximately \$80,000 was raised to procure the museum's first set of permanent exhibits. The exhibit design of the "mini-museum" was developed in house and all exhibits were chosen to be able to go into a permanent location in the future.

A full staff was assembled (including an Education Director and 5 play facilitators) to ensure that the needs of the museum visitors would be met. Birthday parties are offered on weekends, monthly themes in the museum ensure fresh activities and exhibits on a regular basis and bi-monthly "Super Sunday" programs are offered to bring in other educational or non-profit organizations. In just over four months of operations, over 10,000 visitors have come to the Fairbanks Children's Museum and over 500 families hold annual memberships.

#### Children's museums in the national context

According to the Association of Children's Museum, children's museums are the fastest growing segment of the museum industry. In 1975 there were 38 children's museums in the United States. Today there are more than 340 ACM member museums worldwide. They range in size from 3,000 square feet to 400,000 square feet. Almost one quarter of ACM member museums are in the start-up phase.

Over 30 million people visit children's museums annually, making children's museums an important part of informal education. Not only are children's museums welcome additions to communities, they are also attractive to visiting families, making them a valuable tourist destination. Children's museums also bring beneficial economic impacts to a neighborhood by increasing foot traffic, keeping shopping dollars local to restaurants and shops in the neighborhood and by employing local citizens.

#### Needs assessment and market analysis

Fairbanks is a wonderful place to raise children. It is a close knit yet diverse community with a well respected school district. Access to the wilderness and well- developed team sport activities are also some of the reasons that many families choose to live in the Interior. What Fairbanks is missing is an indoor environment where all children have the ability to simply play, discover and create outside of the confines of a classroom, a curriculum or a set of league rules. Children's museums are leading a movement that combines play-based education in informal learning environments that are developmentally appropriate for infants, toddlers and children.

The feasibility study conducted by Information Insights for the Fairbanks Children's Museum in April of 2012 revealed an excellent market analysis for the children's museum. The target age range for museum visitors is birth to 12 years old. Within 100 miles of Fairbanks live 22,098 children aged birth to 14 years old. These will constitute the principal audience for the winter season. During the summer tourist season, May to early September, 29,250 children visit Fairbanks with their parents. The total year round potential market for the FCM is therefore over 50,000 children. Since none of the other Fairbanks museums provide special programs for families with young children, the FCM has no likely competitors in the region. Indeed the lack of facilities of any sort for children's informal learning makes the FCM especially attractive to this community.

Projections for annual visitation will be conservative for the purposes of this plan. In the year FCM opens, we project an annual attendance of 30,000 (based on ACM data and our attendance at the Museum of the North).

### Specific competition

There are no other facilities in the FNSB serving the overall informal education needs of families with young children.

-Existing museums, such as the University of Alaska Museum of the North and the Fairbanks Community Museum, do not serve the demographics which the FCM is concerned with. In fact, creating the habit of museum-going in young children and families will serve to benefit museums geared towards older demographics.

-Outdoor play spaces in the Borough are popular in the summer months, but are rarely used during the colder season.

-For-profit play businesses are few in Fairbanks. Bounce-n-Play is open less than six hours per week and does not offer the quality, educational programming and exhibits that the FCM will. Other for-profit business such as Glow Putt and arcades are geared towards singular experiences for older children.

-Free play areas at fast food restaurants and stores are not focused on experiential learning opportunities. While they are popular, the FCM will offer a richer experience for families weary of watching from the sidelines as their children play in old plastic tunnels.

-The closest museum-type experience for youth is located 360 miles away in Anchorage.

### Collaborative Partnerships

The FCM is committed to becoming a valuable and accessible community network for families in the Interior. Nationwide, children's museums are serving as connecting hubs for families and community resources. The FCM currently offers community partners opportunities to present information to families through space in a small "quiet" room and by partnering with other nonprofits and educational programs to present bi-monthly programs during "Super Sundays".

The Fairbanks Children's Museum is a partner in Fairbanks Families, a collaboration of Best Beginnings and the Fairbanks North Star Borough Early Childhood Development Commission.

Another current collaboration offers Thread, an organization dedicated to connecting education and early care in Alaska, a monthly space to reach out to families. In March of 2014, the FCM will partner with the Arctic Winter Games to bring exhibits and programming for two week to the museum and visitors.

2013-2014 Super Sunday partners:

Society of Petroleum Engineers

Spruce Tree Montessori

Tanana Chiefs Conference

Interior Alaska Green Star

UAF School of Fisheries and Ocean Sciences

Alpha Delta Kappa Educational Sorority

Lego Robotics Team

Northern Alaska Environmental Center

Friends of Creamer's Field

The Folk School

UAF Geophysical Institute/Alaska Earthquake Information Center

Tanana Valley Watershed Association

UAF Water and Environmental Research Center

In the future, the FCM envisions and will work with partners such as the Resource Center for Parents and Children and the Alaska Center for Children and Adults to offer space for classes and programs.

#### Operations and Services

Interactive exhibits and programming are the focus of the FCM. Exhibits foster learning through play, allowing children to engage fully with the activity as well as with their families and other children. Exhibits chosen for the FCM reflect the latest research in early childhood learning and contribute greatly to school readiness for young children. The overall theme of the FCM and exhibits will reflect the environment of Alaska, Alaskan cultural heritage and Alaskan resources where applicable.

Current exhibits include:

A pneumatic Airmaze demonstrating air movement, flow and cause and effect.

A giant Pinscreen

Chalkboard spinners

Tot Spot (a safe, age-appropriate area for crawlers and young learners)

Dig Pit

Magnetic activities

Physics ramp set (with balls, tubes, ramps and holders)

Creativity Center (arts, crafts, science)

Light play

Giant Lite Brite

## Puppet theater

As the FCM expands into a larger space, the number and scope of exhibits will expand.

Programming will be offered at the FCM, although it is expected that programming options will be expanded after the first year of operation. These programs will include school visitations, day-care activities, day-camp programs and workshops for parents.

The membership program has proved popular and currently has over 500 member families. These memberships are estimated to generate at least \$40,000 in yearly revenue.

The Fairbanks Children's Museum intends to operate a gift shop offering hand-selected, educational materials and books along with branded merchandise. This gift shop is projected to bring in at least \$15,000 per year. (The ACM shows an average of \$17,000 for other children's museums in the same operating budget category).

The facility will be available for private party rental, including birthday parties and other children's events. Adults-only events will be welcome. The FCM expects rental income to be a significant source of activity and revenue, generating at least \$65,000 per year.

Scholarships and free admissions are an important part of making the FCM accessible to all children, regardless of family situation. It is so important that the leadership of the FCM began a scholarship program to their Museum Without Walls events in 2012. Sponsorship of this program was initially been made possible by individuals donors and by Quota International. Free children's passes for the tenure of the FCM at the Museum of the North was made possible by a donation from Wells Fargo. These passes have been made available to local resource agencies to pass on to their clients and beneficiaries.

## Strategy and implementation

The next step for the FCM is to move into a permanent location with more square footage for exhibit space. The FCM may agree to stay in the Museum of the North from October 2014 to April of 2015 but will consider moving into an independent space should an appropriate space become available. To plan for this, the leadership at the FCM is implementing the following:

A. Strengthen the board. Currently the board is relatively small, and it will be necessary to enlarge the number of active, involved board members. This is an ongoing effort.

B. Committee Organization (consisting of museum staff, board members and community members).

1. Building committee, which will:

- Determine costs of renovating and operating an existing building versus construction and operation of new building
- Determine benefits of leasing vs owning



- Identify potential sites
- Work with appropriate individuals to determine capital costs

## 2. Exhibit and program committee

- Plan iconic exhibits
- Research and develop other exhibits
- Design thematic areas and floor-plan
- Consider children's museum exhibit professional to develop the overall flow and look

## 3. Marketing and event committee, which will:

- Plan all the communications, publicity, promotions
- Design and develop marketing materials
- Keep media updated and announce official campaign kick off
- Plan and work at events

## 4. Research committee, which will identify and research 15 major donors:

- Have major brainstorming session on who is out there who might be potential major donors.
- Determine what a "major gift" is
- Narrow list down to 15 prospects
- Find out what each of them is interested in
- Provide written information for major gift committee (name, contact information, why this person/corporation has been selected, amount that is reasonable to ask for).

## 5. Major gifts committee, which will:

- Make personal gift
- Articulate case for support for project
- Select and solicit 5-6 major prospects
- Schedule meetings with those prospects

## C. Identify location

Since its inception, the leadership of the FCM has envisioned locating within the downtown region of Fairbanks. The hard work of Downtown Fairbanks, along with individual business owners and other entities, has begun to revitalize a once-avoided neighborhood. The FCM can bring families into the core area of Fairbanks, adding value to local businesses and city-owned facilities, such as the Golden Heart Park.

The preferred plan is to build the FCM within an already existing structure; this may be the most economic and timely solution to the problem of a facility. At this point in time, FCM believes it is unwise for the board to engage in a major capital campaign for the millions necessary to build a new museum. Fund raising efforts may be better directed soliciting support for the rehabilitation of an existing structure and constructing exhibits. The Building Committee will be responsible for

selecting the site and other expenses, and perhaps identifying a partner not for profit that might be interested in sharing a facility, as is suggested in the Feasibility Study.

#### B. Plan exhibits

The executive director, along with the exhibit committee, has been responsible for planning exhibits with the consultation of an exhibit designer. An exhibit wish list was developed by the ED and the FCM board, in collaboration with community members (through a public planning meeting held in April 2012).

#### C. Capital campaign

The funds for the facility and constructing exhibits as well as supporting the first year's operation will come from funds raised during the capital campaign. See above for the schedule of fund raising activities for the research, major gifts and annual fund committees. The research committee's principle deliberations are scheduled to be concluded by December 2012, although we anticipate occasionally bringing them back to discuss new prospects. The major gifts solicitations for the capital campaign are scheduled to be concluded by December 2013, although we anticipate they will occasionally be asked to contact new prospects.

The annual fund committee will be ongoing.

#### D. Facility Development

#### E. Build exhibits

#### F. Grand opening

The timeline for facility development, exhibit installation and opening is dependent on the space acquired and the level of renovation/building required.

#### Capital campaign

The ACM provides a wealth of information and metrics which helps emerging museums to be specific in their planning. The 2008 Children's Museum Metric Reports provide comparisons to other museums of similar community composition.

For example, children's museums in similarly sized communities of Fairbanks sustain, on average, 4500 square feet of exhibit space with an additional 1,000 square feet dedicated to public space (classrooms, nursing/quiet spaces, gift shops). Office and storage/exhibit shop space accounts for an additional average of 1050 square feet.

Therefore, the FCM aims to identify a space with an average size of 6550 square feet.

If the FCM realizes it's vision of bringing a children's museum to the downtown core area, the best way to do so would be to utilize vacant space in an existing building. Two locations have been identified as strong possibilities.

The average capital campaign goal for children's museums with an estimated operating budget of \$250,000 to \$499,999 is \$2,350,000. This number usually includes several years of projected operating costs (staffing and location costs). The experience that the FCM has with opening the "mini-museum" at the University of Alaska Museum of the North showed that the entry barrier to opening a museum can be lowered. With nearly half of the exhibits procured and solid membership and event revenue established, the estimated costs of expanding into a space that requires minimal renovation is closer to \$250,000.

## Management team

### 2014 Board Members

President- Heather Lambert, Somers & Associates Realtors

Vice-President- Michael Campbell, Ft. Wainwright School Liaison

Secretary- Stacy Harvill, Office Manager, Madden Real Estate

Treasurer- Michelle Daml, Curriculum Coordinator, Fairbanks North Star Borough School District

Barb Carlin, retired

Jimi Cash, Estimator, Altrol

Gretchen Nolan, yoga teacher,

Lael Oldmixon, Director, UA College Savings Plan

Jenn Wagaman, Family Support Specialist, Alaska Center for Children and Adults

Brenda Riley, who was part of the initial group of people who envisioned a children's museum, and who served as Vice President of the Board as well as Director of the Museum Without Walls program, agreed to become the first paid staff member of the FCM. Brenda has had experience in museums and museum-related organizations; she received a BA degree from UAF in Anthropology and has volunteered in the Archaeology Department at the University of Alaska Museum of the North. Her work in the Archives at the Rasmusson Library at UAF helped train her in registration skills. She has also worked for the National Park Service and for SCU /CEMML on Fort Wainwright. Although not a formally trained museum professional, these experiences have contributed greatly to her understanding and knowledge of cultural institutions. In addition, Brenda has continued learning how to create and then run a museum by extensive research, reading, and interacting with staff at the Children's Museums Association, an excellent source of information and advice. She keeps up to date with the latest information on children's museums, and regularly attends industry conferences. This on the job training resulted in the creation of the highly professional, excellently administered Museum Without Walls program and the transfer of those qualities into a semi-permanent institution.

Brenda is supported by a hard working and dedicated board, many members of which bring valuable strengths to this project. The executive committee is comprised of the President, Heather Lambert. She has also been with FCM since it's inception. She is extremely passionate about the FCM. Heather's background includes a degree in business administration from

Shepherd University and 15 years in the Real Estate Industry as a successful Realtor, and active participant in the Board of Realtors. Her commitment to children's education extends to leadership roles within the Denali PTA, and working to affect education policy at both the local and state level. The secretary, Stacey Risner, has had many years of being association executive with the Board of Realtors. She brings extensive organizational knowledge to the FCM board. Other board members include Barb Carlin, Jenn Wagaman, Janie Magelky, Michelle Daml, Michael Campbell and Shiva and Nilima Hullavard. These board members are committed to the mission of the FCM and to the success of the program.

#### Fairbanks Children's Museum's unique qualifications

The Feasibility study provides in depth analysis of the need for a children's museum in Fairbanks. Here we summarize the unique features of the FCM that virtually guarantee its success:

One problem many museums encounter is the need for repeat visitors; often, a community member will visit once and unless intrigued by changing exhibits, rarely comes back to the institution. There is an ongoing effort on the part of these museums to attract new visitors. In relatively small communities such as Fairbanks, this represents a major challenge since most people who enjoy museums have already visited them. The one source of new visitors is tourism; for many local museums, visitation spikes in the summer when tourists come to town.

The FCM will not have this particular problem because the attendees are more likely to become repeat visitors and there is steady stream of new visitors. When children grow too old to benefit from a children's museum, they are immediately replaced by younger children. Therefore, even if the exhibits do not change dramatically from one year to the next, we can be guaranteed new visitors. This is a privilege not shared by any other museum in the region.

Unlike other cities with zoos, amusement parks, children's gardens, Fairbanks has very little to offer young people. Moreover, Fairbanks has long cold winters which prevent many outdoor activities for children; in the winter, parents are often desperate for things to occupy their 1-10 year olds. A children's museum is the perfect solution for that parent. And, since summer visitors accompanied by children discover few attractions designed for them, they will find a well designed children's museum a very valuable facility.

Even though the FCM has been in operation as the MWW for just over a year, its has become a very well known and beloved institution in this community. This is due entirely to the remarkable accomplishments of the small board and the volunteers that the director and the board have attracted.

The FCM has the support of organizations such as the Greater Fairbanks Chamber of Commerce, the Downtown Association, multiple service organizations such as Rotary and Quota International.

There is a clear need for the FCM in Fairbanks, its visitors will never decrease in number, and the people who dreamed of having a children's museum here have succeeded beyond all expectations. This combination of factors makes the future of the FCM virtually guaranteed. We are therefore uniquely qualified to succeed.

## **Fairbanks Children's Museum**

**Brief Project Description:** The Fairbanks Children's Museum, to be located in the downtown, core area of Fairbanks, will serve the families and children of Interior Alaska by providing play-based learning opportunities and central access to early childhood development resource networks.

### **Funding Plan:**

Project Cost: \$250,000

Funding already secured/pledged: \$26,500

FY2014 State Funding Request: (\$175,000)

### **Detailed Project Description and Justification:**

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**Project Timeline:** Exhibits to be installed by 10/1/2014 and FCM to be open 10/1/14

**Entity responsible for the Ongoing Operation and Maintenance of this project:**  
Fairbanks Children's Museum

**Grant Recipient Contact Information:**

Brenda Riley, Executive Director

PO Box 72477

Fairbanks, AK 99707

907-374-6873

[brenda@fairbankschildrensmuseum.com](mailto:brenda@fairbankschildrensmuseum.com)

**Resolution in support of the Fairbanks Children's Museum**

Whereas, the early childhood development of children is important to the community of Fairbanks, and

Whereas, children and families need year-round access to open-ended, play-based opportunities for their physical and mental development, and

Whereas, the lack of indoor, educational play environments for young children in Fairbanks has contributed to the difficulty of raising a family in the Arctic, and

Whereas, economic research has shown that children's museums serve as economic catalysts to community areas and increase tourism revenue, and

Whereas, the Fairbanks Children's Museum is poised to serve as a central early childhood development resource hub, and

Whereas, the Fairbanks Children's Museum serves 2500 visitors monthly in a small temporary space at the University of Alaska Museum of the North, and

Whereas, the Fairbanks Children's Museum desires to enlarge its exhibit space and programming to meet the needs of the community, and

Whereas, fundraising for \$250,000 to enlarge and house the Fairbanks Children's Museum is underway, with \$26,000 raised so far, and

Whereas, the State of Alaska is being asked for a one time grant of \$175,000 for exhibit acquisition and will not be asked to pay operational costs from public funds,

Now therefore be it resolved, that the \_\_\_\_\_ endorses the expansion and relocation of the Fairbanks Children's Museum and request the Governor and the Legislature of the State of Alaska place a grant of \$175,000 in the capital budget for 2014.

Passed and approved this \_\_\_ day of February, 2014.

**Exhibit Station Budgets:**

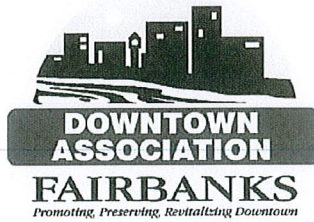
(STEM) Water table: \$40,000



(STEM) Flexhibits (Bernoulli Bench, Circuit Bench, Air Rockets):	\$60,000
(Creativity) Farm to Table:	\$25,000
(Creativity/Physical)Climber:	\$25,000
(Creativity/Social interaction) Stage:	\$10,000
(Creativity/STEM) Medical Center:	\$15,000
<b>Total:</b>	<b>\$175,000</b>

**Value of Major Exhibits owned by the FCM:**

Airmaze:	\$23,000
Pinscreen:	\$40,000
Chalkboard Spinners:	\$10,000
Physics Ramp Set:	\$5,000
Magnet Wall:	\$5,000



**Support for helping the Fairbanks Children's Museum with general operating financial support**

**Resolution 2014-04**

WHEREAS the Downtown Association of Fairbanks' mission is to encourage and foster economic growth that will result in a downtown that is a vital, energetic, attractive center of the community; and

WHEREAS it is consistent with that mission to seek and recruit tenants that hold promise to significantly or uniquely enhance downtown's vitality, energy and appeal; and

WHEREAS the Fairbanks Children's Museum is one such hopeful entrant to downtown, whose board and Executive Director are actively seeking suitable ground floor commercial space in the downtown core; and

WHEREAS the Fairbanks Children's Museum has attracted over 15,000 people in just five months to their present location in the University Alaska Museum of the North; and

WHEREAS traffic like this – coupled with a ground floor location, walk-able sidewalks, proximity to convenient parking and public bus routes – would have a dramatic and positive impact on downtown's other tenants; and

WHEREAS the Downtown Association of Fairbanks believes a material vote of confidence from the Downtown Association might help connect the Museum to a suitable tenancy; then

BE IT RESOLVED that the Downtown Association of Fairbanks wants to discuss with the Fairbanks Children's Museum initial or ongoing financial support for the Museum in rental property in the downtown core

PASSED AND APPROVED by the Downtown Association of Fairbanks on March 13, 2014.

Ayes: 7

Nays: 0

Chris Miller  
President

Jim Hage  
Secretary