



MARBLES KIDS MUSEUM

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Spoke Feasibility Study Findings & Next Steps

November 13, 2023





OUR MISSION:

Marbles sparks **imagination**,
discovery and **learning**
through

PLAY

WHY?

Play is how children **learn** best.

Play **strengthens** families.

Play **connects** communities.

Play **fosters** joy.





Study Purpose & Approach

Purpose

- Extend Impact Beyond Downtown
- Assess Demand, Feasibility & Sustainability

Approach

- Engaging, Equity-driven
- Commitment to Serve All



Feasibility Study Activities

- 1 Data Review
- 2 Team Visioning Sessions
- 3 Site Evaluation Visits
- 4 Stakeholder Surveys, Interviews & Focus Groups
- 5 Opportunity Evaluation
- 6 Ongoing Conversations with Municipalities
- 7 Conversations & Site Visits with Other Museums
- 8 Pilot Programming





Opportunity Evaluation Considerations

1

Few Alternative
Options

2

Anticipated
Growth

3

Socio-economic
Need

4

Adjacency to Target
Population

5

Prevalence/Proximity
to Parks & Open Space



Community Priorities



Expand early childhood educational opportunities



Provide relevant and engaging education



Expand access to extended learning opportunities



Attract visitors



Preserve and enhance the quality of life



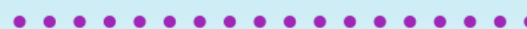
Expand access to recreation resources



Enhance the quality of life for vulnerable residents & communities



Focus support and resources on vulnerable parts of the county



Marbles 3-Year Strategic Goals



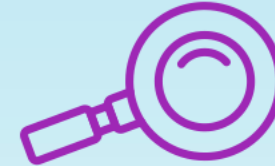
Expand **access** and **capacity** to serve more people, improve the guest experience and cement Marbles as a safe learning environment for families.



Build upon existing momentum to advance **diversity**, **equity** and **inclusion** for our guests, team and community.



Increase donations to fund new and improved exhibits, facility upgrades and organizational growth.



Strengthen learning experiences to **nurture childhood development**, **spark personal discovery** and **inspire future possibilities**.



Attract and **retain** top-quality staff and volunteer talent.





Findings from Other Children's Museums with Satellites



- Consistency of experience across locations
- Not a duplicated experience
- Unique location adjacent to other amenities
- Membership inclusive of all sites
- Same admission
- Higher member attendance at spokes
- Requires similar facility situation to Marbles/Wake County arrangement
- Additional backbone capacity needed



Summary of Feasibility Study Findings



Expand capacity to meet community demand for **play-based learning**:



Limited Opportunities



Growing Population



Socio-Economic Need



Large Number of Children Under Age Nine



Expansion Possibilities



Brick & Mortar
Spoke Location(s)



Offsite Field Trip
Programming



Programmatic
Partnerships
Prioritizing Areas
of Need



Pop-up
Traveling
Exhibits



Community-Based
Programming



Offsite
Camps



Brick & Mortar Spoke Location(s)



Opportunities

- Expand capacity & impact
- Meet community need/demand for play-based learning
- Mitigate competition

Challenges

- Funding
- Staff capacity
- Unknown demand
- Highest risk/investment



Programmatic Partnerships

Prioritizing Areas of Need



Opportunities

- Expand impact and access
- Replicate existing successful programs
- Reduce barriers
- Build on successful partnerships
- Easy on-ramp/low-risk

Challenges

- Funding
- Staff capacity
- Unknown demand



Community-Based Programming



Opportunities

- Expand impact and access
- Replicate existing successful programs
- Reduce barriers
- Build on successful partnerships
- Easy on-ramp

Challenges

- Funding
- Staff capacity



Offsite Field Trip Programming



Opportunities

- Respond to market demand
- Increase field trip capacity/revenue
- Expand educational impact

Challenges

- Staff capacity
- Cannibalize onsite field trip booking



Pop-up Traveling Exhibits



Opportunities

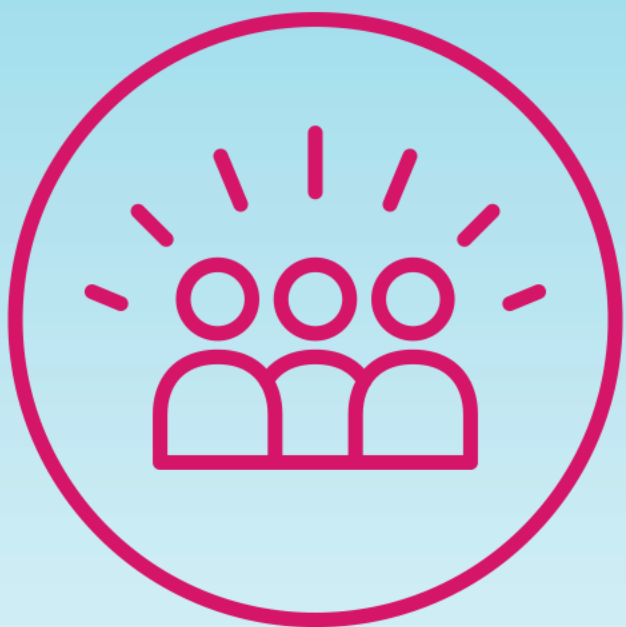
- Expand reach
- Enhance accessibility
- Test demand for permanent spokes

Challenges

- Funding
- Staff capacity
- Unknown demand



Offsite Camps



Opportunities

- Increase camp capacity/revenue
- Meet community need for out-of-school learning opportunities

Challenges

- Staff capacity
- Replicating the Camp Marbles experience
- Transportation to Marbles
- Unknown demand



Emerging Opportunities to Expand Impact & Reach

Programs

Access
Programs

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Community-
Based
Programming

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Satellite Locations

Brick & Mortar
Satellites

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Pop-up
Traveling Exhibits

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Next Steps



- ➡ Downtown Expansion
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- ➡ Expansion Taskforce
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- ➡ Partnership Development
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- ➡ Business Planning
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- ➡ Due Diligence
.....
- ➡ Pilot Programming
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**Thank
You!**

