

MARBLES KIDS MUSEUM LOOKING AHEAD



THANK YOU!



OUR MISSION

Marbles sparks imagination, discovery and learning through PLAY.



WHY?

Play is how children learn best.
Play strengthens families.
Play connects communities.
Play makes us happy.





*"**Marbles** provides **play-based** learning experiences that bolster children's **academic success** before they arrive at school and throughout their **educational journey**."*

Lindsay Mahaffey, Chair,
Wake County Board of Education

Cathy Moore, Superintendent,
Wake County Public School System



SUMMER 2022 VISITATION

June 1 - August 31

- 156,000 museum guests (60% from Wake Co.)
- 1,037 campers attended sell-out camp program
- Majority of weekend days at capacity





SUMMER 2022 (Jun 1 - Aug 31)

Community Access Programs

- 1,992 Wake County participants at ***Kick-off to Kindergarten***
- **12,700** guests visited during ***Play Late for Less*** expanded hours
- 15% of campers received **need-based scholarships** (81% Wake County children)
- **FREE school readiness play** for 343 participants at Wake County libraries

Quick Look Back...

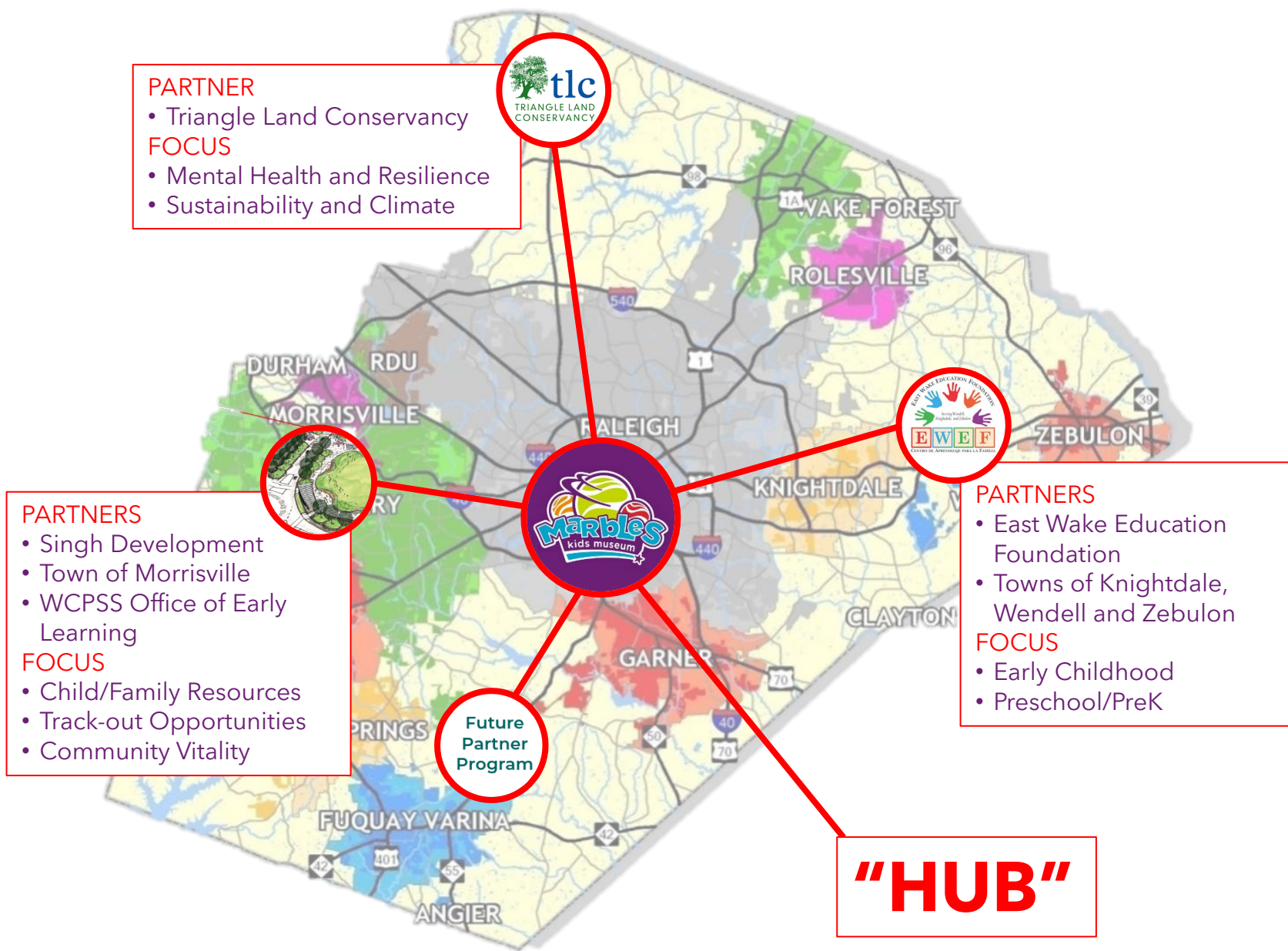
- Marbles presented to Board of Commissioners in June
 - Museum visitation exceeding capacity
 - Camps and Community Access Programs are maxed out
 - Field trip bookings returning more quickly than expected
 - Wave of requests from Wake County partner agencies and municipalities

Solution >> "Hub & Spokes" Approach



SPOKES
**Scaling Impact Through
Partnerships**





Spoke Model Goals:

- Meet families where they are and where Wake County is growing
- Address unmet needs for out-of-school experiences
- Explore new ways to leverage proven Marbles model
- Next Step: feasibility study and community engagement

Study Cost Estimate:
\$100,000

HUB

**Renovations &
Capacity
Improvements
on Hargett Street**



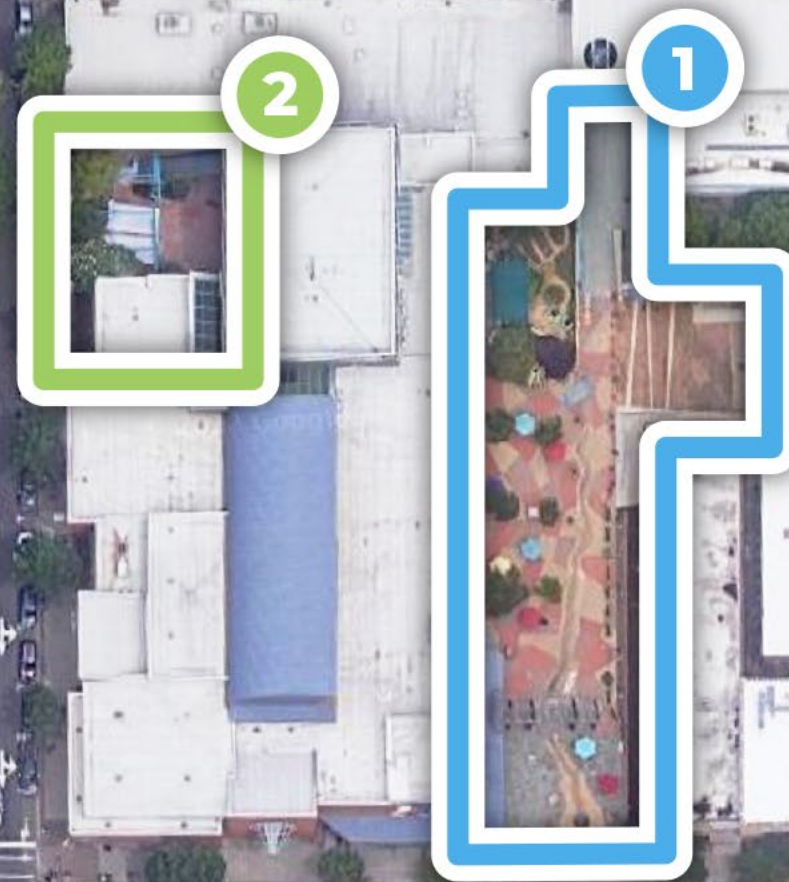


1

**Activate & Enhance
Central Courtyard**

2

**Convert Tree Tunes
Courtyard into 2-Story
Exhibit + Program Space**



HUB: Renovation & Growth Opportunities

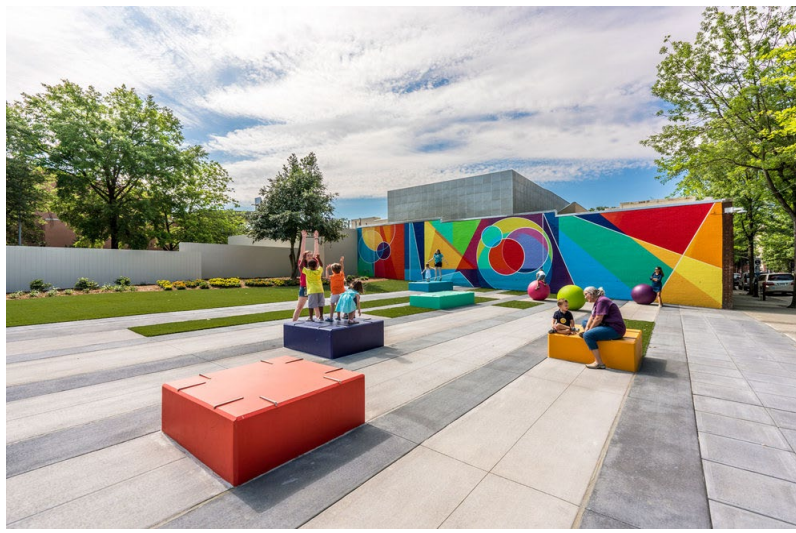
Expand Outdoor Play by enhancing Courtyard

- Activate Central Courtyard with **climbing** structures, **interactive art**, shade, **greenspace**, lighting and more
- Bring Marbles **mission** & brand outside!

Impacts >>

- **FREE outdoor, educational play** for ALL Wake County kids (no admission ticket required)
- Enhanced downtown Raleigh family experience
- More opportunities for **active, outdoor play** - critical for childhood health and development





Central Courtyard - Inspiration Images



Central Courtyard – Concept Design



CENTRAL COURTYARD: COST ESTIMATES

ESTIMATED PROJECT COSTS ¹	AMOUNT
Demolition & Earthwork	\$175,000
Hardscape & Softscape	\$375,000
Lighting & Shading	\$100,000
Climbing Structures, Furnishings, Art, Signage	\$130,000
Design & Construction Contingency	\$150,000
Total Project Costs (Estimated)	\$930,000
Funding Commitments Received ²	\$130,000
Remaining Project Costs	\$800,000

¹ Cost estimates prepared by McAdams in September 2022 in collaboration with Marbles.

² \$45,000 received from Jandy Ammons Foundation; \$85,000 received from individual donors.

HUB: Renovation & Growth Opportunities

Expand Play and Learning in main museum building with 6,500 sqft Two-Story Exhibit & Program Space

- Transform Tree Tunes courtyard into two-story exhibit space
- “Future workforce” play on enclosed 1st floor – exhibit focused on career exploration in skilled trades
- 2nd story outdoor exhibit space + reimagined Blount Street corridor

Impacts >>

- **500+** more kids and caregivers daily (150,000+/year)
- **Raise caps** on sold-out camps, field trips & access programs
- Launch **First Time Parent Free Membership Program for Wake families** + expand educational initiatives for marginalized children





Improved Access
Added Stairs Improve
Visitor Flow & Experience



**Increased
Outdoor Space**
Family Play & Connection



**Brand-New Indoor
Exhibit Space**
Future Workforce
Play Focused on
Skills-Based
Professions



**Blount Street
Beautification**
Adding Color to Liven Up
Building Exterior



TreeTunes Second Floor Expansion

*"We look forward to working with Marbles, Wake County Public Schools and the business community to help bring this **one-of-a-kind space** to life."*

Dr. Scott Ralls, President
Wake Tech Community College

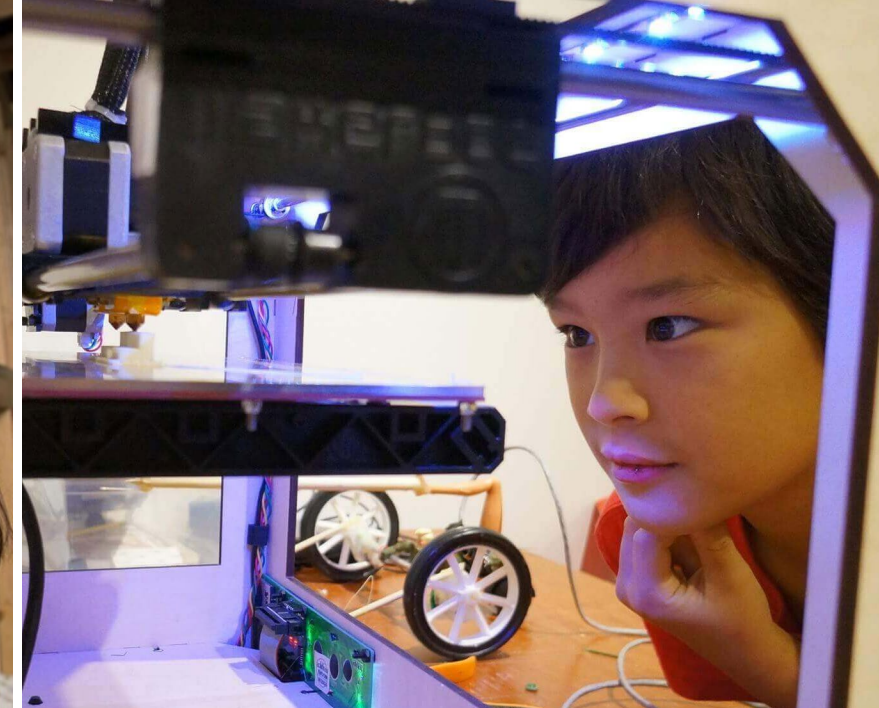


Exhibit & Program Space Renovation: COST ESTIMATES

ESTIMATED PROJECT COSTS ¹	AMOUNT
General Requirements & Site Prep	\$525,000
Core & Shell Expansion	\$1,900,000
Interior Upfit	\$685,000
Career Exploration Exhibit Development & Installation	\$1,500,000
Fees, Contingencies, Insurance, General Conditions	\$1,530,000
TOTAL ESTIMATED PROJECT COSTS	\$6,140,000

¹ Cost estimates prepared by Barnhill in August 2022 in collaboration with Marbles.



HUB & SPOKES: Cost Summary & Requested County Investment

	Total Cost	Wake County Request	
Spoke Feasibility Study	\$100,000	\$100,000	
Courtyard Enhancement	\$930,000	\$800,000	
2-Story Exhibit & Program Space	\$6,140,000	\$2,720,000	
TOTAL	\$7,170,000	\$3,620,000	~50%



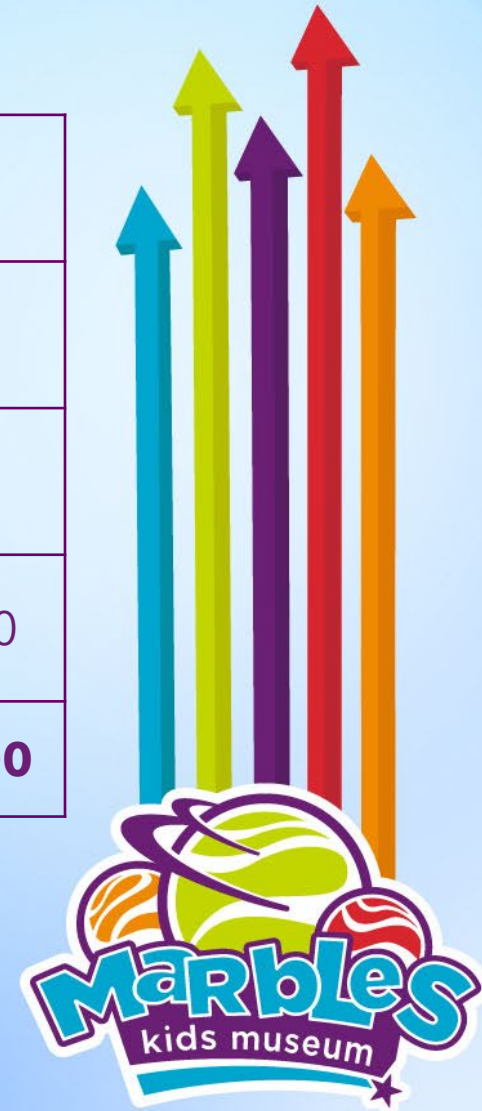
HUB & SPOKES: Phased Approach

Wake County Requested Support: \$3,620,000 over three fiscal years

	FY23	FY24	FY25
Spoke Feasibility Study	\$100,000	--	--
Courtyard Enhancement ¹	\$325,000	\$475,000	--
2-Story Exhibit & Program Renovation ²	--	\$1,290,000	\$1,430,000
TOTAL	\$425,000	\$1,765,000	\$1,430,000

¹ Marbles funds expenses related to climbing structures, furnishings, art, signage (\$130k)

² Marbles funds expenses related to interior upfit (\$685k), exhibit design & installation (\$1.5million), and 65% of Core & Shell Expansion (\$1.2million)



FY23

(July 1, 2022 – June 30, 2023)

FY24

(July 1, 2023 – June 30, 2024)

FY25

(July 1, 2024 – June 30, 2025)

**Confirm
Wake
Funds**

Spoke Feasibility Study

Courtyard Planning & Design

**Courtyard Construction
& Re-Opening**

**2-Story Exhibit & Program
Space - Planning & Design**

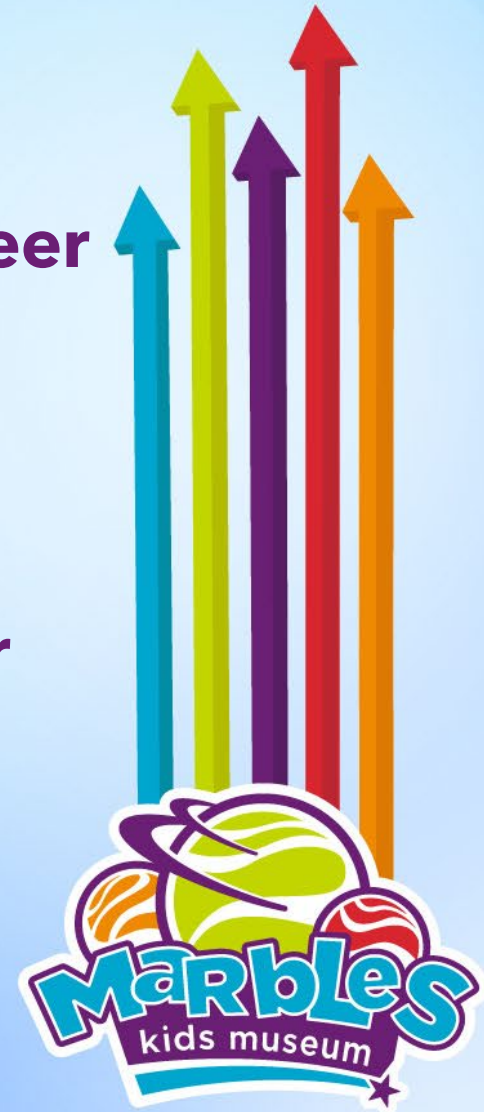
2-Story Exhibit & Program Space Renovation

First Time Parent Membership Program - Prototype & Launch

Private Fundraising - Career Exploration Exhibit + Rooftop Space + Blount St. Corridor

HUB & SPOKES: Impacts

- **FREE outdoor play** for ALL Wake County kids
- Enhanced downtown Raleigh family experience
- Important opportunities for **active role-play through career exploration**
- **500+** more kids and caregivers daily (150,000+/year)
- **Increased Access** to Community Programs
- Launch **First Time Parent Free Membership Program for Wake families** + expand educational initiatives for marginalized children
- Strategic investment in **Marbles beyond its campus**



NEXT STEPS

Board of Commissioners
input on Hub & Spokes
request

Wake County staff proceed
based on input to identify
funding

