

# Marbles Kids Museum Future Expansion Plans

Arts & Culture Committee Meeting  
Board of Commissioners  
June 17, 2019



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# Today's Purpose ~ Why Are We Here?

- Marbles is Planning Significant Expansion & Renovation
- Preliminary Plans Shared with Hospitality Tax Stakeholders
- County as Owner of Campus – Managing Initial Design
- Marbles will Initiate Capital Campaign for Donor Support
  - Involves public presentation of the Expansion Plan
- Today – Sharing Marbles' Expansion Plans with the Board

# Today's Agenda

- Takeaways from Board Work Session (Oct 2017)
- Marbles History & Operations Overview
- Proposed Expansion & Renovation
- Expansion Partner Opportunities
- Next Steps

# Takeaways from Previous Work Session

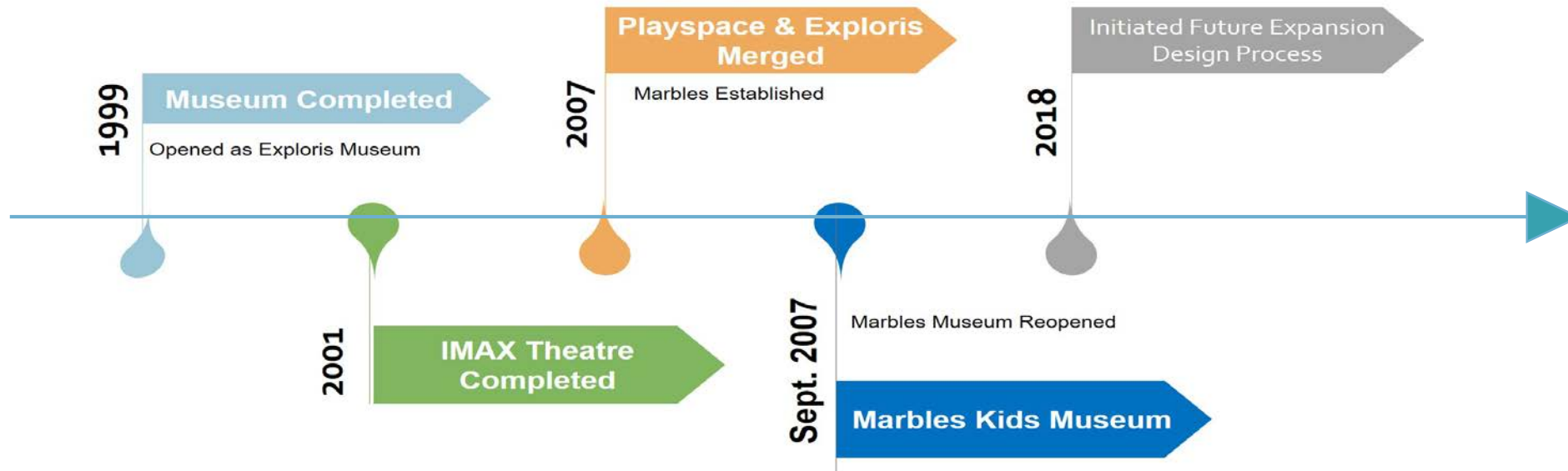
## The Board Concurred with the Following:

- Confirmed County's Continuing Role as Landlord
- Permission to Expand Museum on County Property
- Permission to Consolidate Property Ownership
  - Obtained Corner Property at 101 South Blount Street
- Use Major Facilities Fund to Initiate Future Design

# History of Marbles

## Marbles Kids Museum – 501(c)(3)

- Born from Merger of Playspace & Exploris
- Operates children's museum and educational theater as Public/Private Partnership with Wake County

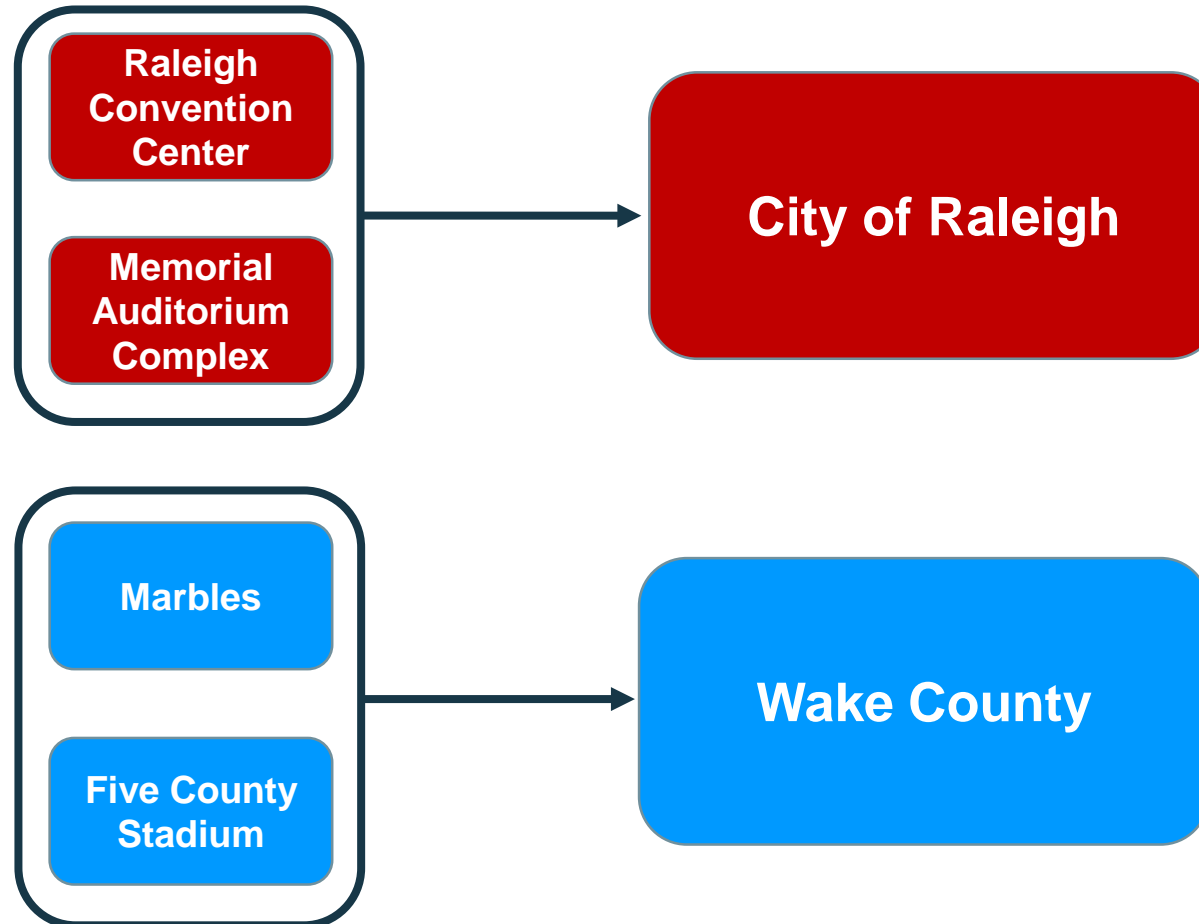


# Ownership Arrangement

- County Owns Museum & IMAX Theatre buildings
- Original Construction Investment Since 1996 - \$37.5 M Through Hospitality Tax
- Life Cycle Improvements Funded Thru County's Annual \$1 Million Discretionary Disbursement of Hospitality Tax (Major Facilities Trust Fund – NOT CIP)
- Marbles Operates Under Long-Term Lease w/Wake County

# Hospitality Tax Facility Funding Arrangement

## Major Facilities Improvements Funding

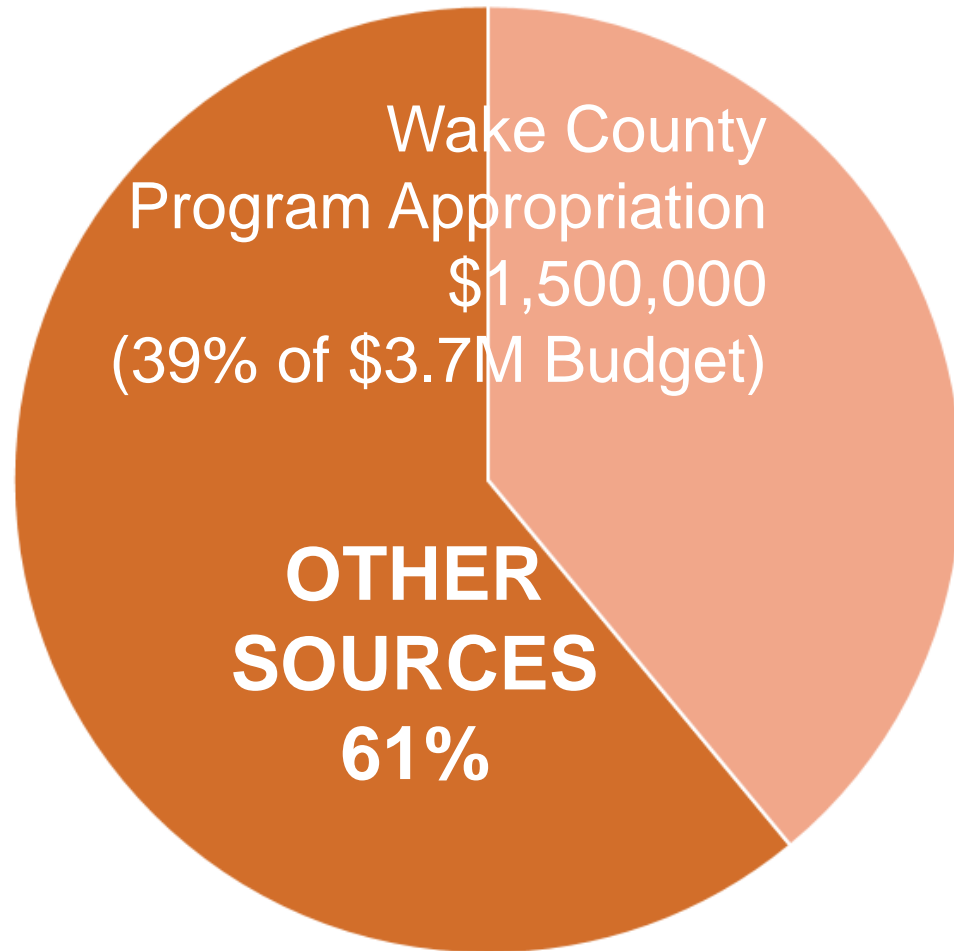


# History of Marbles Attendance vs. Budget

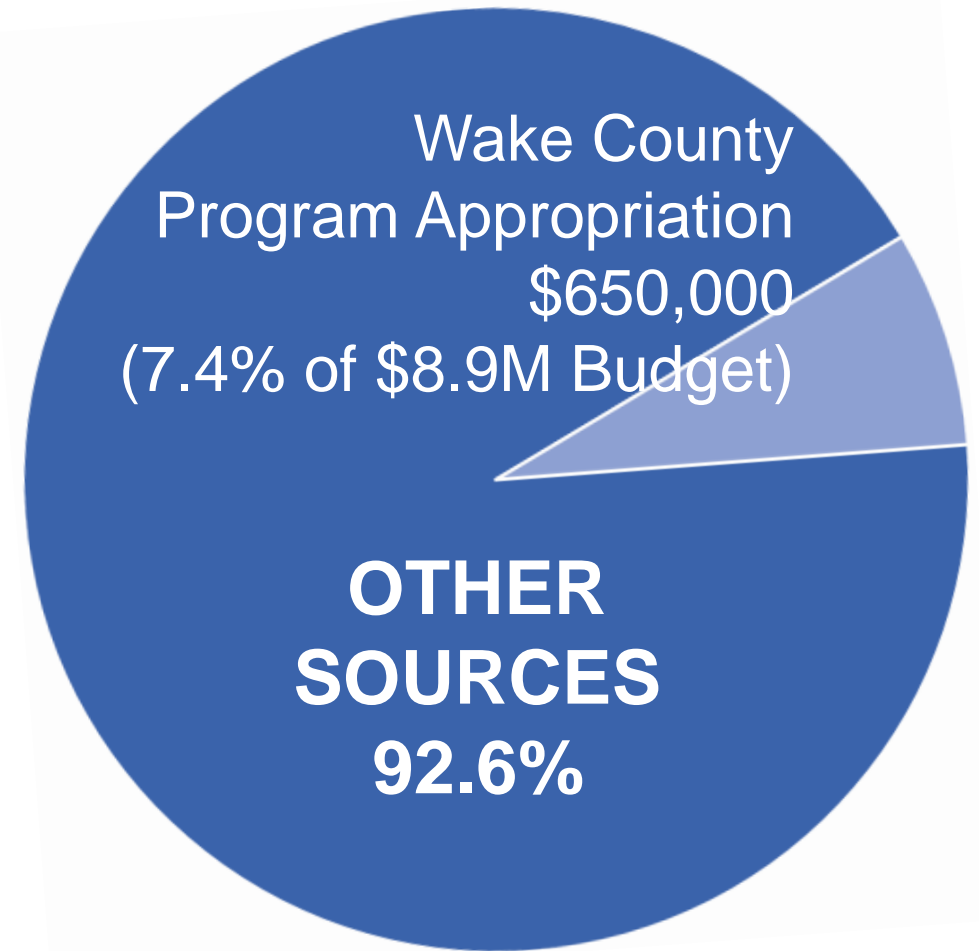




# Marbles / County Funding History



**Exploris 2002**



**Marbles 2019**

# Marbles Programs

## 52,000 Free Access & Outreach Program Participants in FY2019

- Kick-off to Kindergarten with WCPSS
- Title 1 Family Playdates with WCPSS
- Ready, Set, School Library Playdates
- Special Needs Family Fun Nights
- Project CATCH Family Playdates
- Marbles Full Circle Pre-K Field Trips
- Subsidized STEM Field Trips
- Camper Scholarships





# Number 1 in Visitors Per Square Foot





# Impacts of Current Capacity on Operations

- Museum Exceeds Capacity by 33% on average days
- Peak Days Reach 92% Utilization of Public Areas
- Theater Utilization is 129% During Field Trips



# Key Attractor



*Destination* 2028

Greater Raleigh  
Convention & Visitor's Bureau

**Key Attractor Designation:** “Boost Awareness and Interest in Wake County”

Priorities for Marbles as a Key Attractor:

- Grow visitation to support tourism goals
- Elevate stature and iconic appeal
- Connect to surroundings
- Host “blockbuster” exhibits
- Become iconic and playful new landmark

# Visitation Potential

To realize potential visitation growth of 45% in the next 6 years, **MARBLES MUST EXPAND.** That's 310,000 more visitors each year.



# Community Driven Growth Priorities

Improve Welcome, Flow & Connectivity



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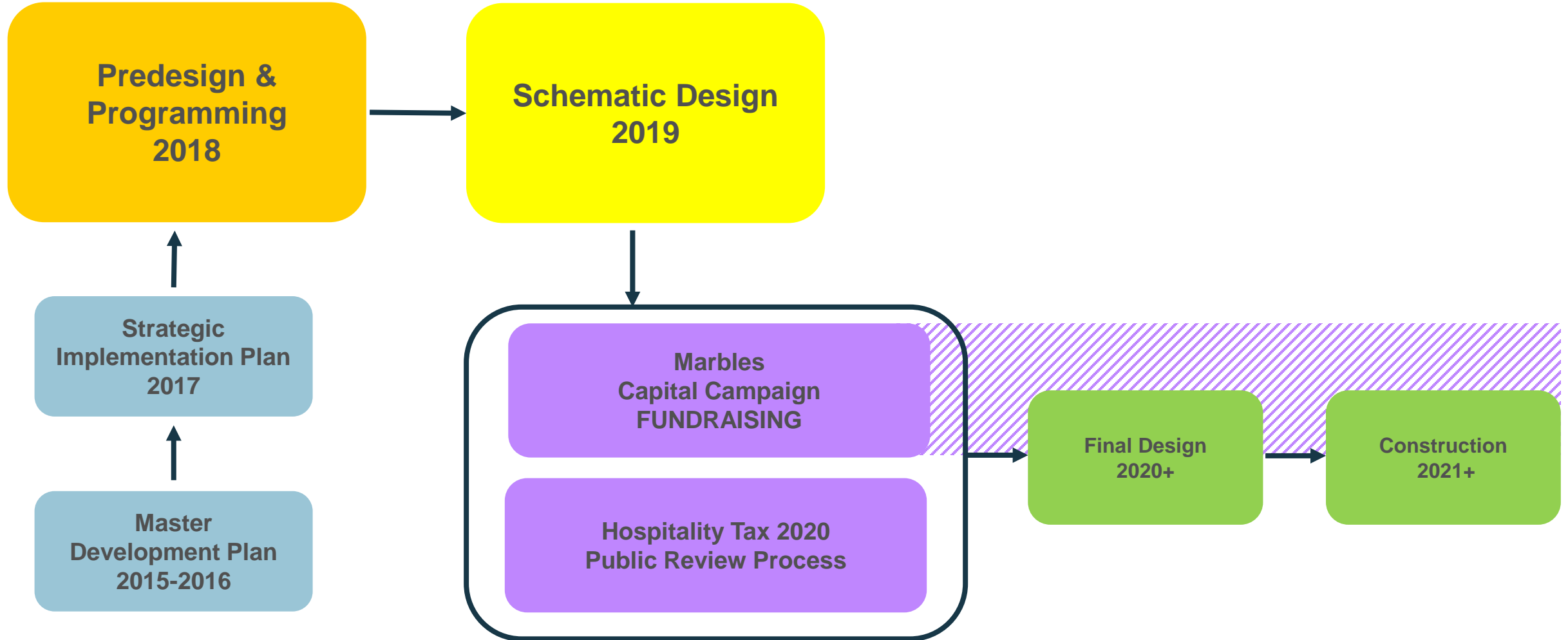
Add More Core Exhibits & Aged-Up Play

More Flex Space for Programs & Events



Reimagine Campus Exterior “WOW!”

# Design Evolution Process

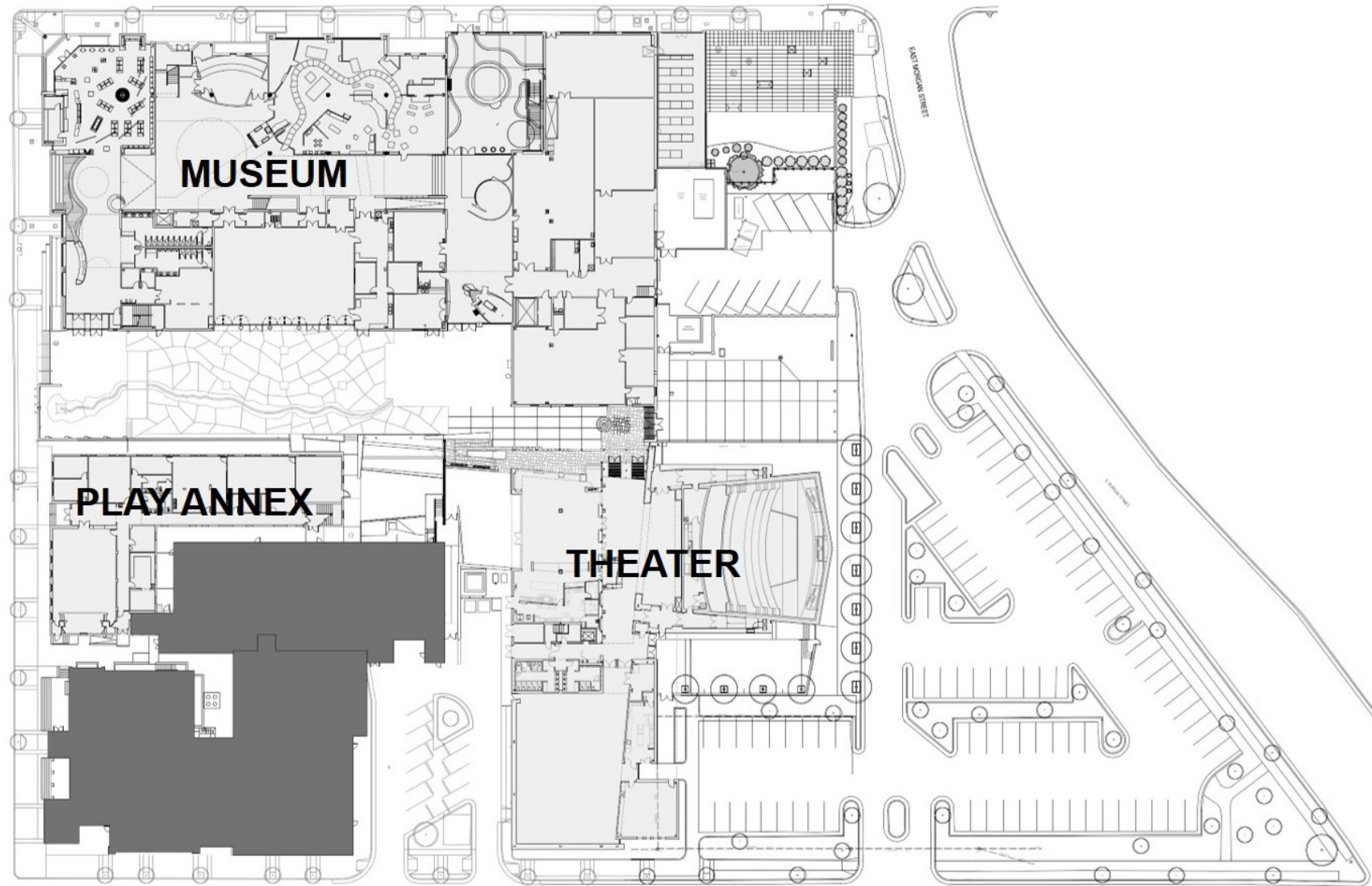




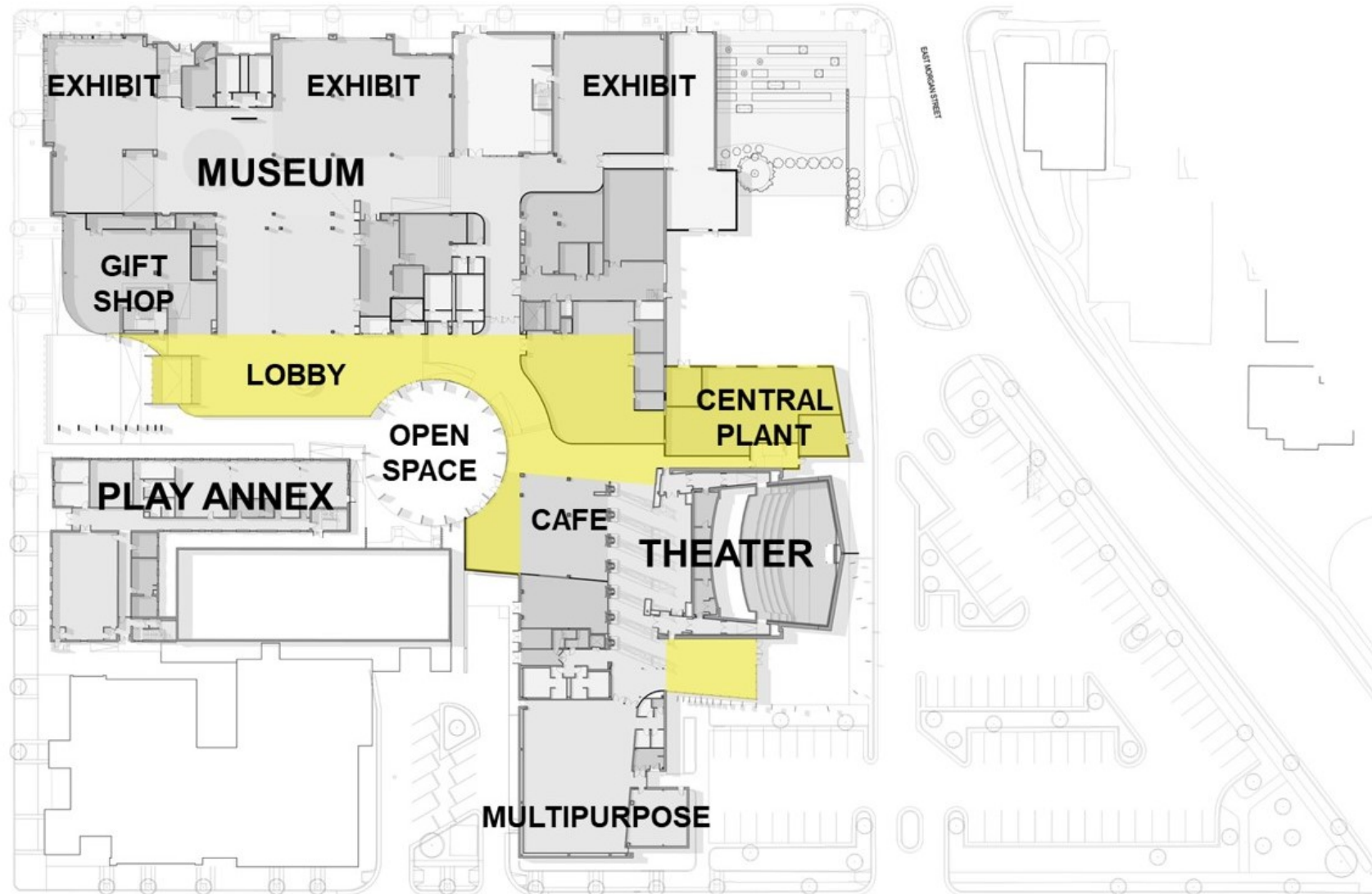
# Marbles Campus Aerial View



# Existing Campus Main Floor Plan

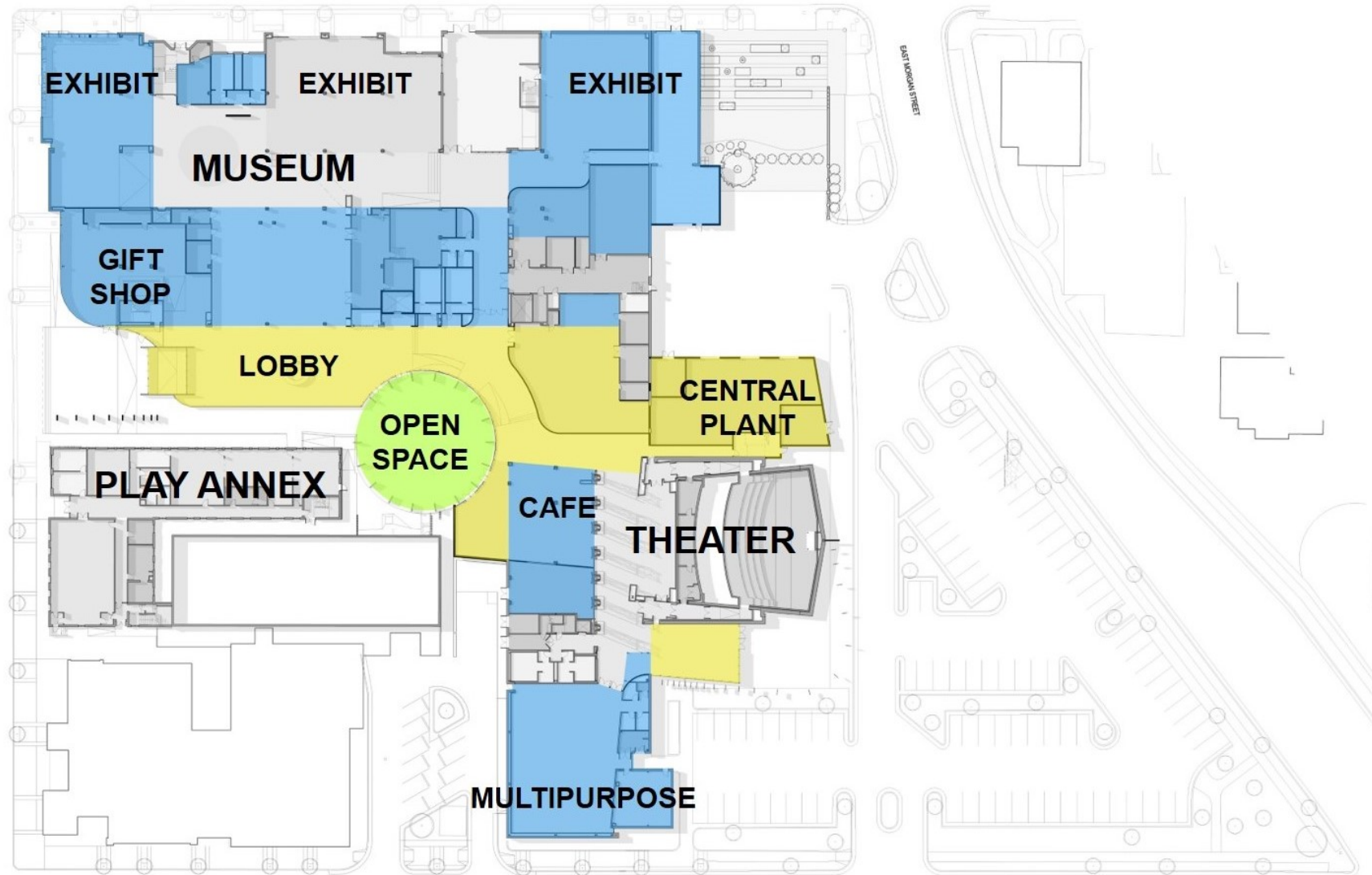


# Main Floor Proposed

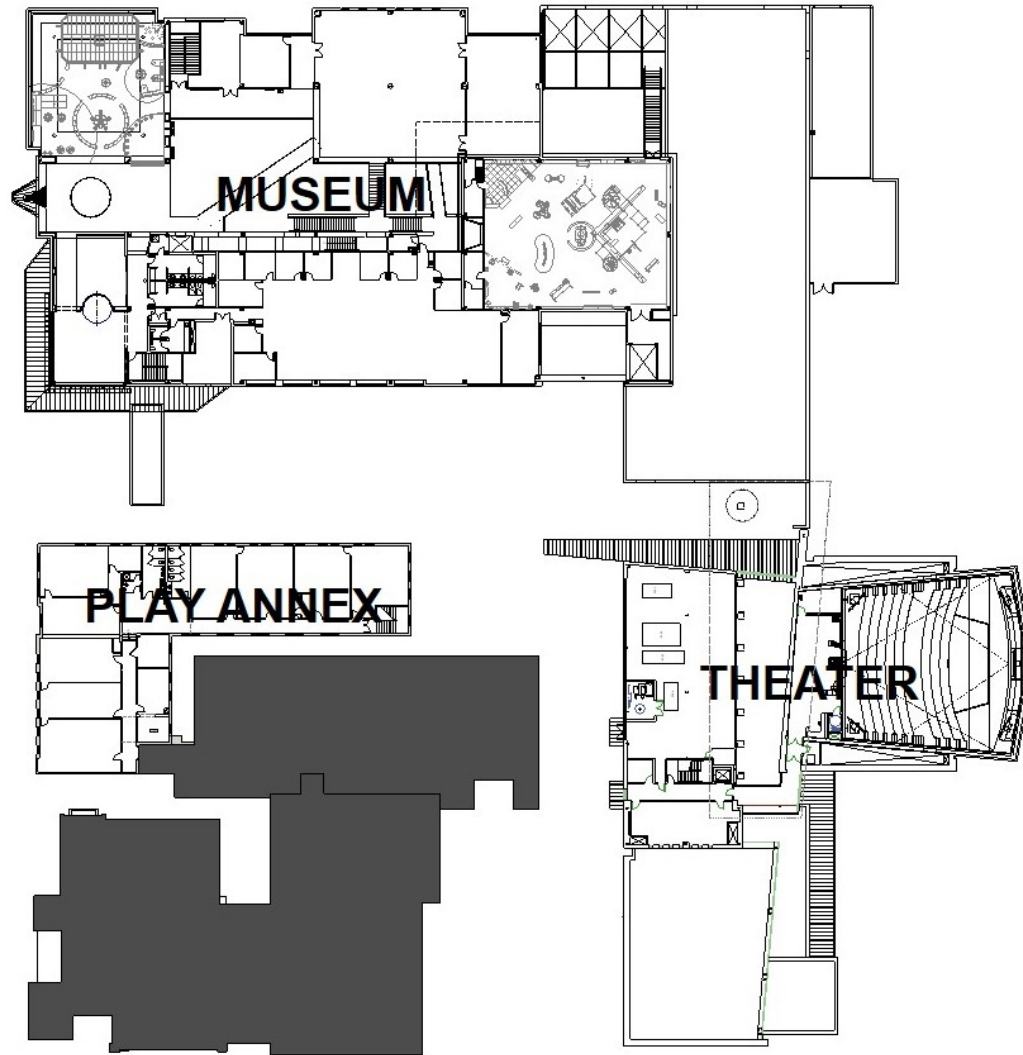




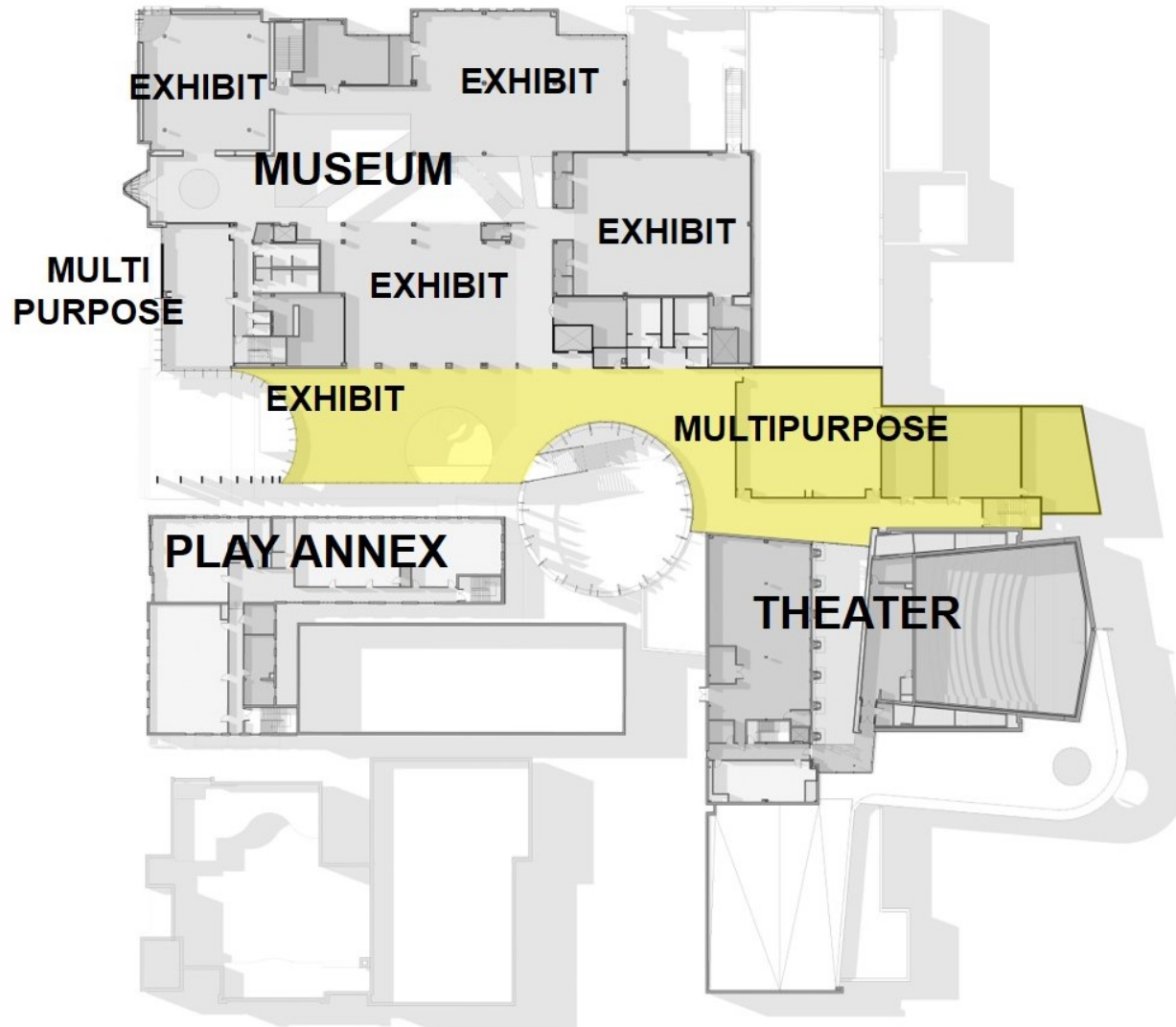
# Main Floor Proposed



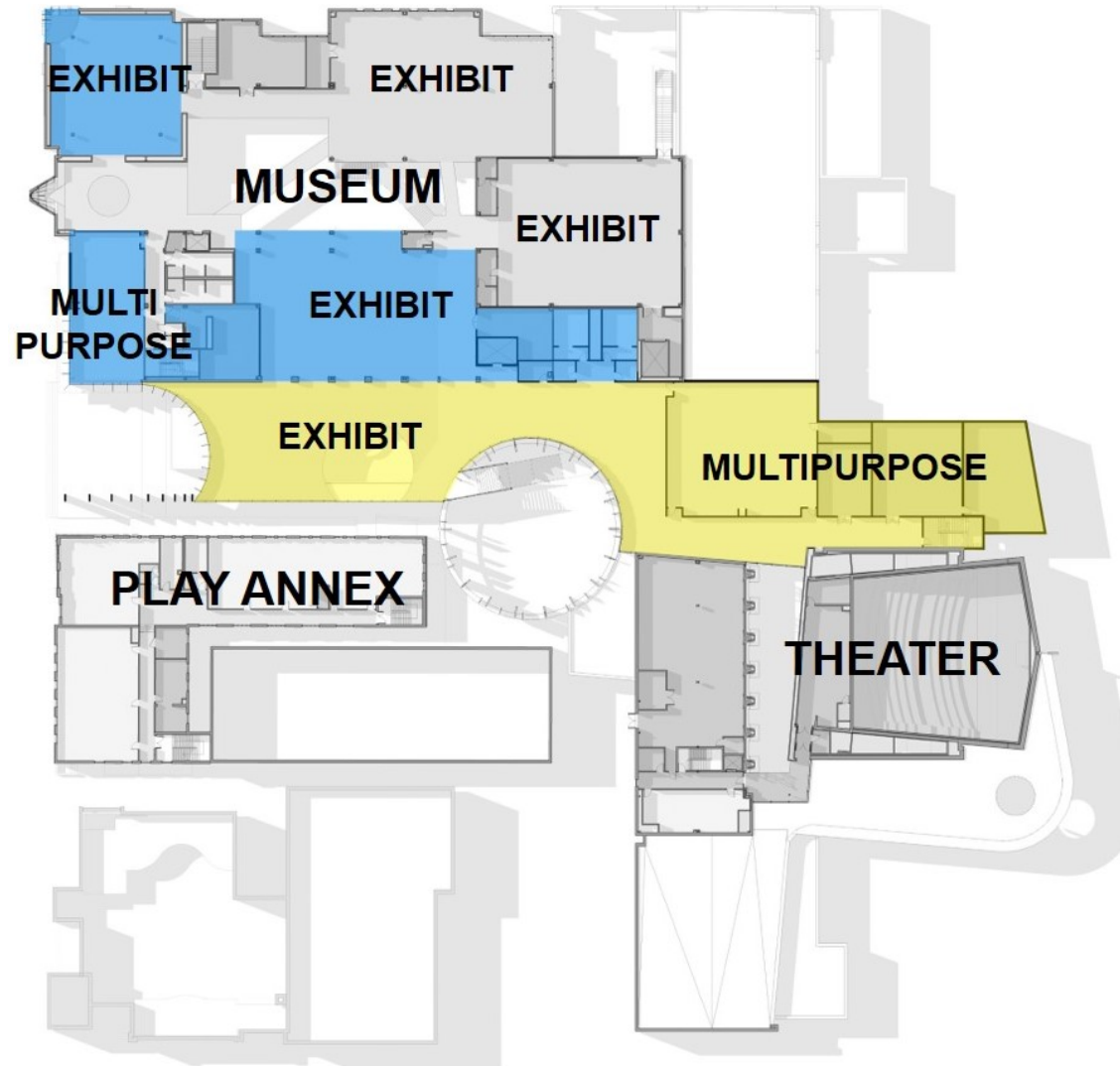
# Second Floor Existing



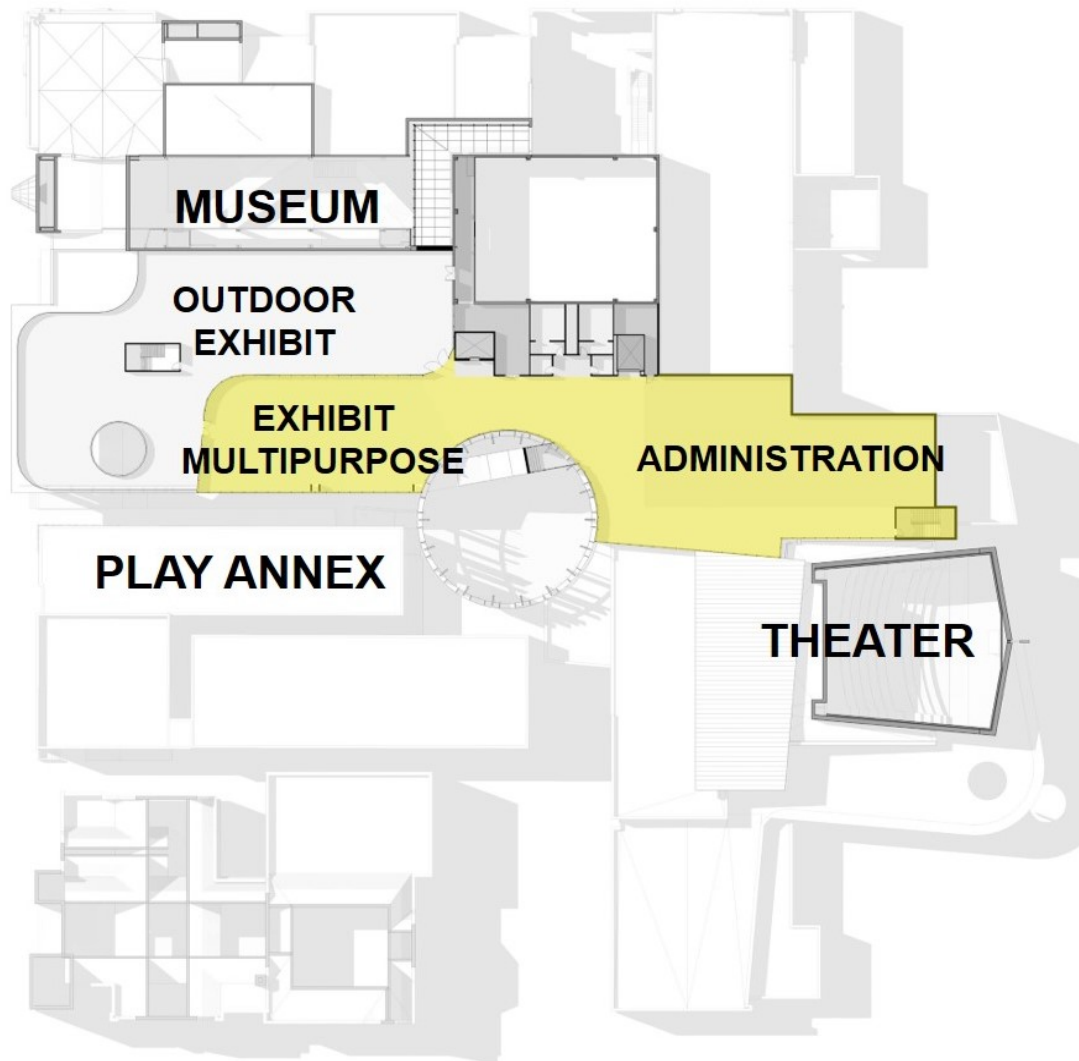
# Second Floor Proposed



# Second Floor Proposed



# Proposed New Third Floor





# Proposed New Third Floor



# Marbles Existing Campus – Bird's Eye





# Conceptual Outline



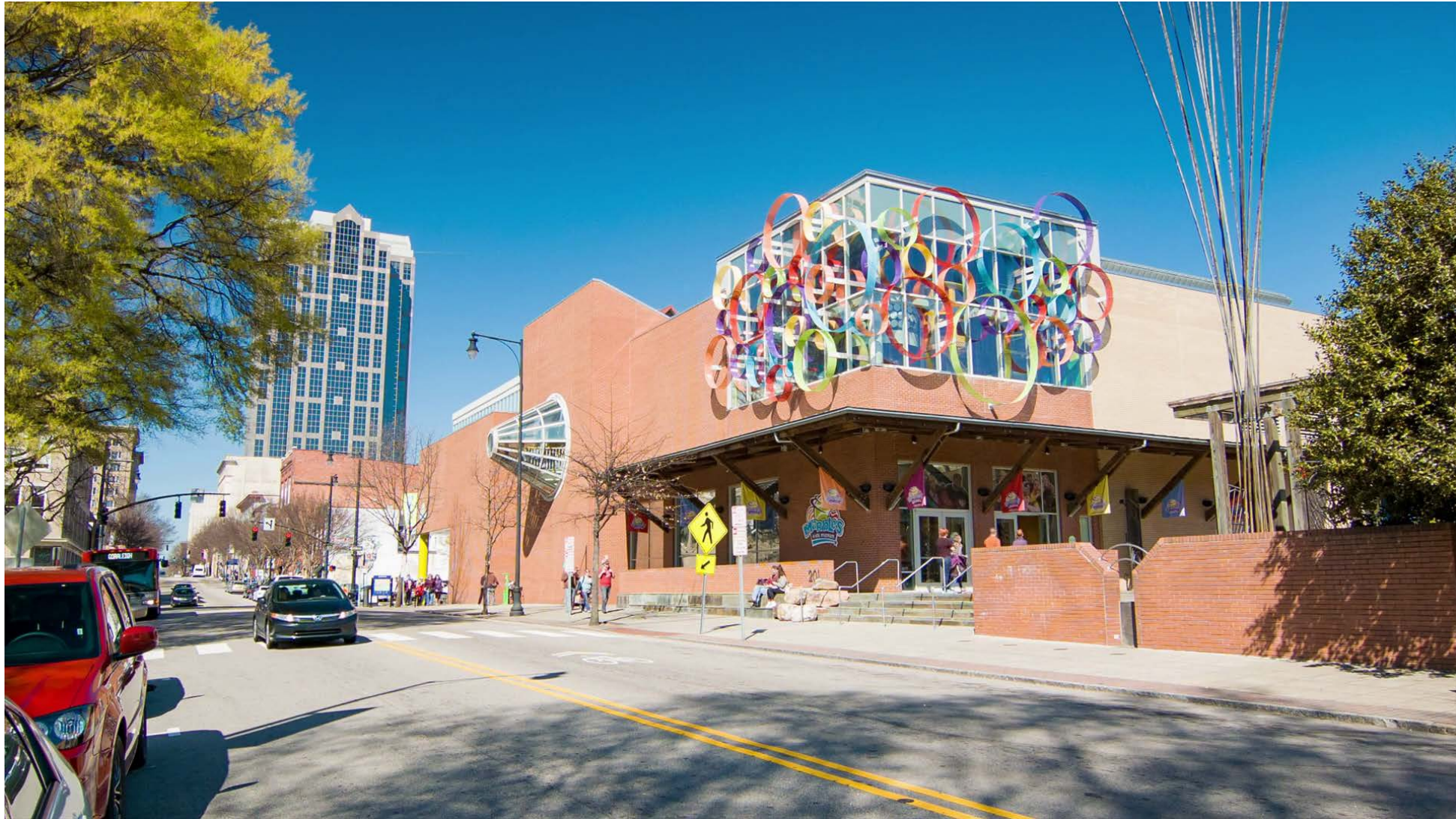


# Proposed Expansion





# Marbles Main Entry View - Existing



# Marbles Main Entry View - Proposed





# IMAX Theater Morgan St. View – Existing



# IMAX Theater Morgan St. View – Proposed





# Curiosity Square – Existing View





# Curiosity Square – Renovated View

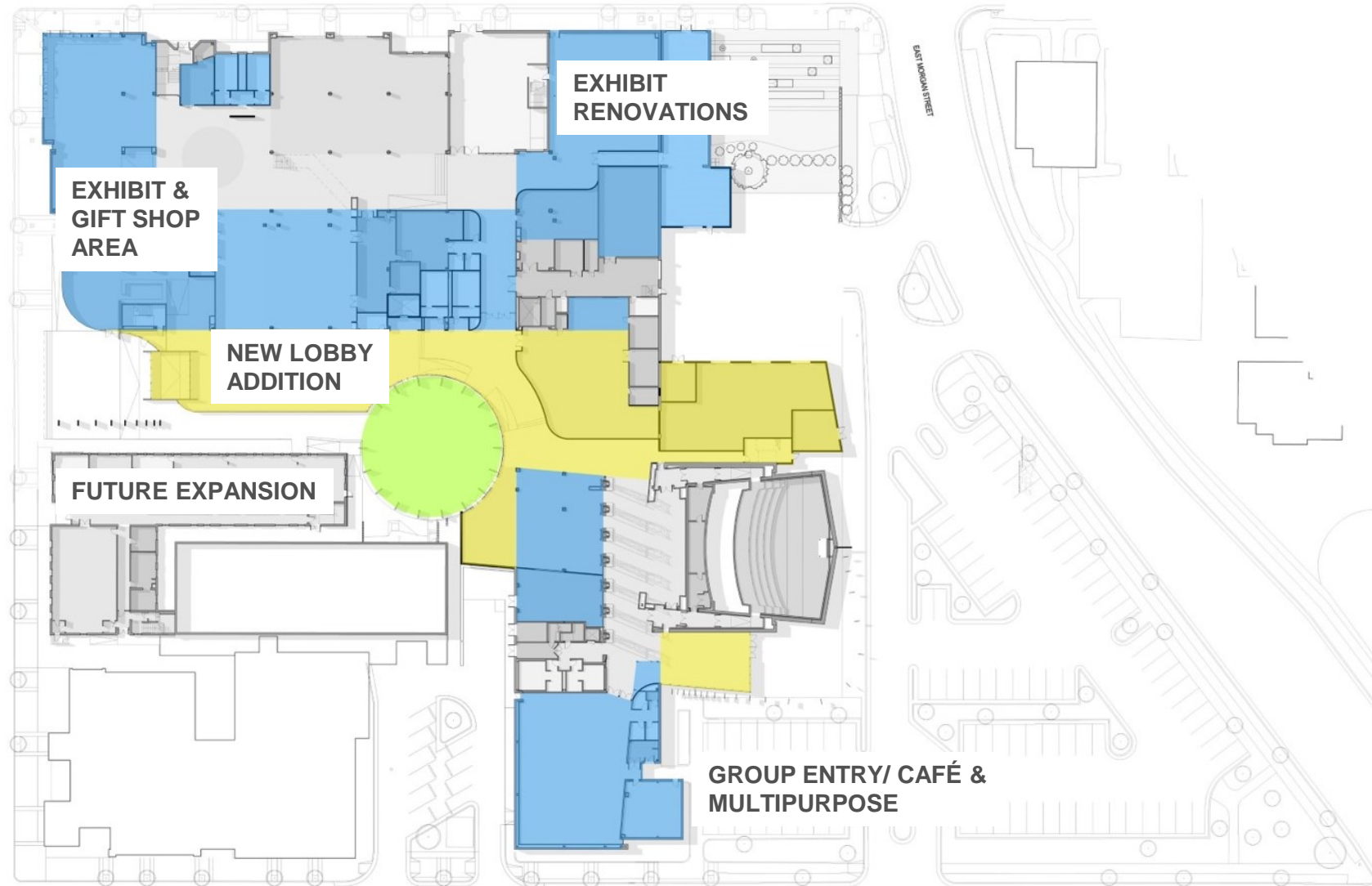


# New Entry Lobby Interior





# Implementation Phasing Areas



# How Expansion Meets Goals & Priorities

- Addresses Visitor Flow Complaints, Safety and Security
- Adds Space for Core Exhibits and Aged-Up Play
- Expands Capacity to Lift Caps on Field Trips & Camps
- Gains Space for Partner Programs, Parent Workshops and Teacher Training
- Solves Complex Operational & Logistical Issues
- Extends Playfulness to Exterior, Improves Neighborhood Connectivity and Activates Streetscape

# Strategic Program Partnerships



National Science  
Foundation



ASSOCIATION OF  
SCIENCE-TECHNOLOGY CENTERS

ASSOCIATION OF  
CHILDREN'S  
MUSEUMS



unitedarts  
council

Duke  
UNIVERSITY



NC STATE  
UNIVERSITY

# Expansion Partner Opportunities

- Wake Tech Community College
- Wake County Libraries Programs
- Challenger Center (NASA)
- Local Arts Organizations



# Next Steps

- Complete Schematic Design & Budget Projections
- Marbles Initiates Capital Campaign
- Marbles Submits for Major Facilities 2020 Funding



# Questions ?

