

Wake County Board of Commissioners
Work Session
October 9, 2017
2:00 P.M.
Wake County Justice Center Room 2800

Commissioners Present:

Sig Hutchinson, Chairman
Matt Calabria, Vice-Chair
John Burns
Greg Ford
Jessica Holmes
Erv Portman
James West

Wake County Staff Present:

Jim Hartmann, County Manager; David Ellis, Deputy County Manager; Johnna Rogers, Deputy County Manager; Denise Hogan, Clerk to the Board; Michelle Cerett, Executive Assistant; Chris Dillon, Assistant County Manager; Denise Foreman, Assistant County Manager; Dara Demi, Communications Director; Scott Warren, County Attorney; Allison Cooper, Senior Assistant County Attorney; Mark Forestieri, Director, Facilities, Design and Construction; Tim Ashby, Facilities Project Manager; Dave Goodwin, General Services Director; and Kelli Braunbach, General Services Deputy Director.

Others Present:

Sally Edwards, Director, Marbles Kids Museum
Tim Hazlehurst, VP Facilities and Technology, Marbles Museum
Emily Bruce, VP Development, Marbles Museum
Laura Bunn, Chair, Marbles Board of Directors
Nate Spilker, Chair-Elect, Marbles Board of Directors
Steve Schuster, Principal Architect, Clearscapes
Andrew Rook Project and Office Technology Manager, Clearscapes

Marbles Kids Museum – Future Development on County Property

Chairman Hutchinson called the meeting to order at 2:00 p.m. and welcomed everyone.

Mr. Mark Forestieri, Director, Facilities, Design and Construction, shared the agenda and purpose of the meeting.

- Facility History
- Marbles First 10 Years
- Expansion Planning for Next 10 Years

- Next Steps
- Confirm County's Continuing Role as Landlord
- Permission to Expand on County Property
- Consolidate Property Ownership
- Use Major Facilities Fund to Initiate Future Design

Mr. Forestieri introduced the presenters. He shared maps of the Marbles Kids Museum campus.



Mr. Forestieri shared the history of the facility.

- Assembled Property (City-State-County) – 1990s
- Museum Completed in 1999 (Exploris)
- IMAX Theatre Completed in 2001
- Total County Capital Investment \$37.5 Million
- Operated as Exploris 1999 – 2007
- Merged with Playspace Children's Museum 7.1.2007
- Reopened as Marbles Kids Museum 9.29.2007

Mr. Forestieri shared the ownership arrangement.

- Campus Composed of Several Property Owners
(State of NC, City of Raleigh, Wake County, Marbles)
- County Owns Museum & IMAX Theatre buildings
- Marbles Operates Under Long-Term Lease w/Wake County

Wake County Annual Operating	Amount
Facility Management	\$ 800,000
Marbles Programs	\$ 650,000
TOTAL	\$1,450,000

Mr. Forestieri shared the county departments responsible for the operation of the Museum.

- County Manager
- County Attorney
- General Services Administration
- Facilities Design & Construction
- Finance

Ms. Sally Edwards, Director, Marbles Kids Museum, introduced staff and board members present: Tim Hazlehurst, VP Facilities and Technology, Marbles Museum; Emily Bruce, VP Development, Marbles Museum; Laura Bunn, Chair, Marbles Board of Directors; and Nate Spilker, Chair-Elect, Marbles Board of Directors.

Ms. Edwards shared the mission of Marbles Kids Museum.



The graphic features a blue header with the text "OUR MISSION" in white. Below this, the text "MARBLES SPARKS" is in purple, followed by "imagination, discovery AND" in a mix of green and orange script, and "LEARNING THROUGH PLAY." in red and blue. The Marbles Kids Museum logo is positioned below the text. To the left of the text are three circular images: a girl pouring liquid into a container, a boy looking on, and a girl smiling. At the bottom, the text "OUR VISION" is in white, followed by the statement: "Marbles will be a thriving and growing institution with broad support for providing play experiences that nurture children, strengthen families and enrich our community."

OUR MISSION

MARBLES SPARKS
imagination, discovery AND
LEARNING THROUGH PLAY.

OUR VISION Marbles will be a thriving and growing institution with broad support for providing play experiences that nurture children, strengthen families and enrich our community.

Ms. Edwards shared information about who they serve. She said that the museum is serving more than three times their initial projections.

In 10 years, Marbles has become one of NC's top family destinations, with **5.5 Million Guests**

Serving Annually...	
683,000	Campus guests
77,000	Field trips
20,000	Free access visits
5,000	Member families
3,600	Happy campers
15,279	Volunteer hours

3x initial projections



She provided access and outreach information.

20,000 program participants in 2017

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



Commissioner West asked for a description of Project Catch. Ms. Edwards explained that the program is focused on children of families who are experiencing homelessness. The families are invited to Marbles for a meal and the children play while the parents attend workshops. Marbles partners with the Salvation Army to administer the program.

Commissioner Holmes said that Project Catch reaches out to families that are living in hotels.

Ms. Edwards shared how the commissioners' goals align with Marbles Play Initiatives.

COMMISSIONERS GOAL MARBLES PLAY INITIATIVE

EDUCATION Ready Set Learn

COMMUNITY HEALTH Be Healthy Be Active

ARTS & CULTURE Create Innovate

ECONOMIC STRENGTH Explore Experiment

SOCIAL & ECONOMIC VITALITY Connect



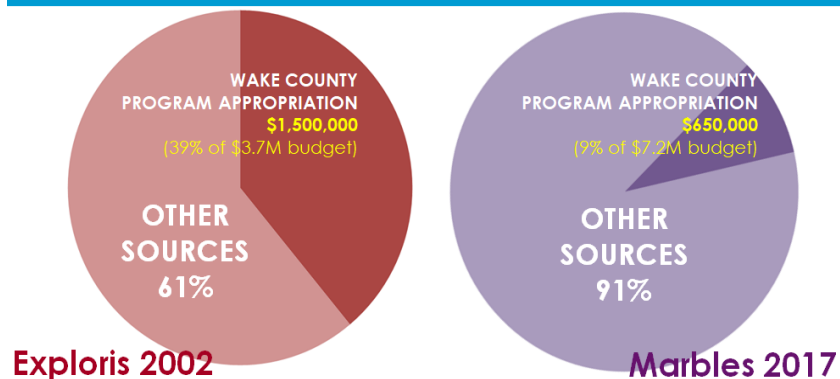
Ms. Edwards shared the cost information for the museum.

5X THE VISITORS FOR LESS THAN 2X THE COST



Ms. Edwards said success means less reliance on county funds. She said the Museum is using less county funds now than Exploris when they opened in 2002.

SUCCESS MEANS LESS RELIANCE ON COUNTY FUNDS



She shared how Marbles Kids Museum ranks throughout the state.

HOW MARBLES RANKS

- Best Family Attraction in NC, TripAdvisor.com
- Best Summer Camp, Independent Weekly
- Distinguished Service Award, The Arc of Wake County
- Best Educational Program, Giant Screen Cinema
- TripAdvisor Certificate of Excellence

#6 most visited attraction in NC
#1 in visitors/square foot

WE ALL PLAY



She said more space for play is needed to accommodate their growth demands.



She stated the museum is visited by a new kindergarten class daily and they sometimes have long wait times.

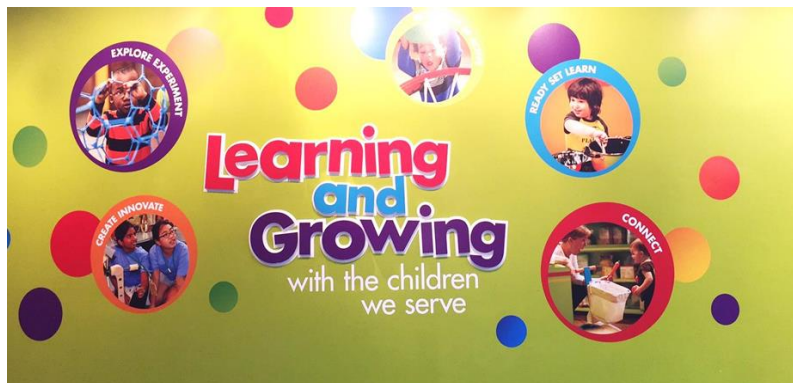


She shared the projects that are forthcoming in downtown that will increase visitors to Marbles.

Exciting Civic Projects Converge



She shared their strategic plan for expansion. She said they will be able to complete the expansion while keeping the museum open to the public.



She said the former Exploris school building is being secured for future use. It is adjacent to the Marbles courtyard and is strategic to the expansion of the Museum.

Securing Strategic Property for Future Use



She shared some upcoming projects at the museum.

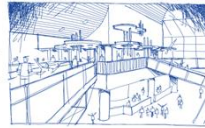
Updating & Upgrading Exhibits

Sprout House Garden Classroom



IdeaWorks Re-Make

Recently Awarded \$345,000 Federal Grant



Splash Underwater STEM Lab



Commissioner West asked what ages the museum serves. Ms. Edwards said there are programs for children ages 2 through 7, but the expansion will provide more services for ages 8 through 13.

Commissioner West asked if there is coordination with the nearby Moore Square Middle School. Ms. Edwards said that in the beginning Exploris targeted middle school aged children, but now Marbles volunteer programs target this age group.

Ms. Edwards shared that Marbles will be hosting the Annual Children's Museum Conference in May and visitors from all over the country will be in attendance.

Partnering with GRCVB to host International ACM Conference in May



Raleigh, NC • May 15-18, 2018 • Hosted by MARBLES KIDS MUSEUM

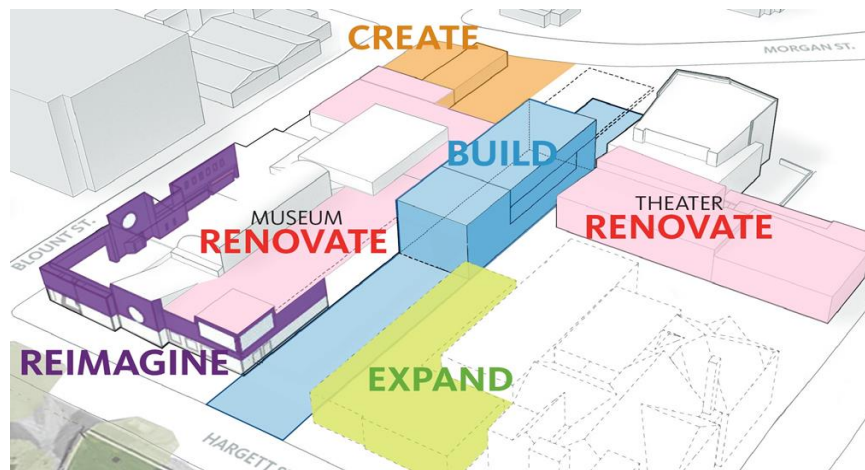
Ms. Edwards said that the target age group is 3 to 7 year olds, but with the expansion Marbles will target offerings for ages 8-13. There are efforts to increase program and flex space and reimage the campus exterior.

Ms. Edwards shared community driven growth priorities.

- Improve visitor entry and flow
- Add capacity for core exhibits (ages 2-7)
- Expand offerings for older kids (ages 8-13)
- Increase program and flex space
- Reimagine campus exterior
- Connect and enhance the theater
- Improve retail and restaurant presence
- Activate outdoor spaces

Mr. Steve Schuster, Principal Architect, Clearscapes, thanked the Board of Commissioners for their support of Marbles.

Mr. Schuster said that the museum is in the heart of downtown Raleigh. He shared maps of current and expansion areas of the museum.



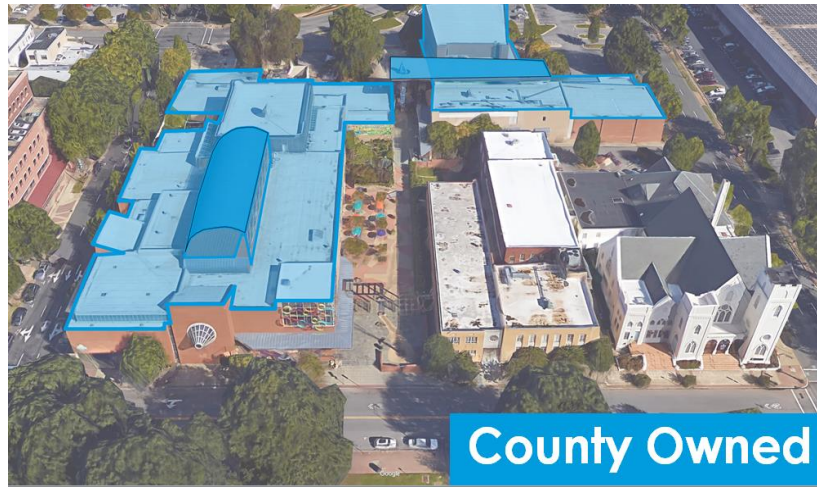
Mr. Schuster shared a map showing the geographic location of the Marbles Campus.



Mr. Schuster shared a Birds eye view of the campus.



Mr. Schuster shared a map of the county owned property.



Mr. Schuster shared a map of the properties Marbles plans to acquire.



Mr. Schuster shared Phase I of the renovation project.

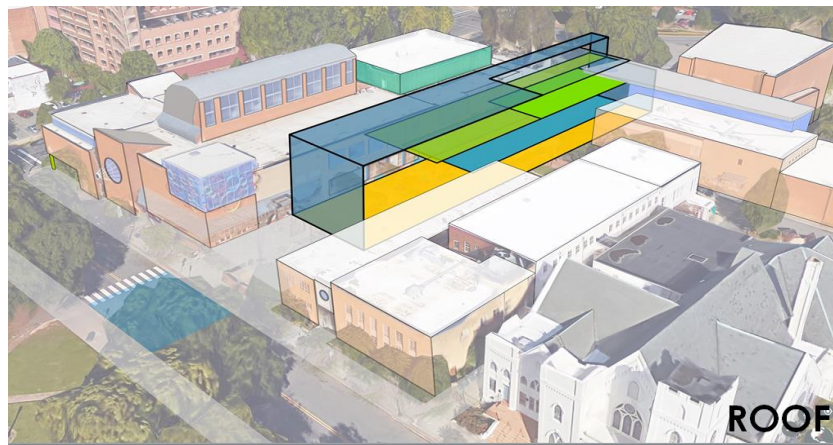
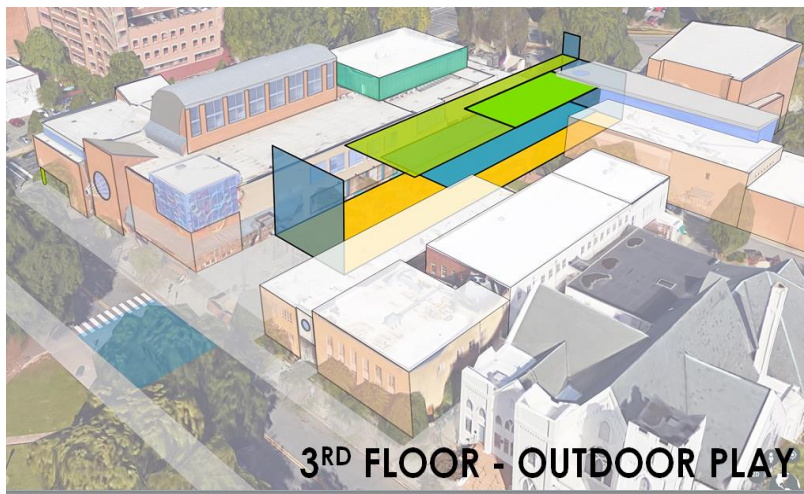
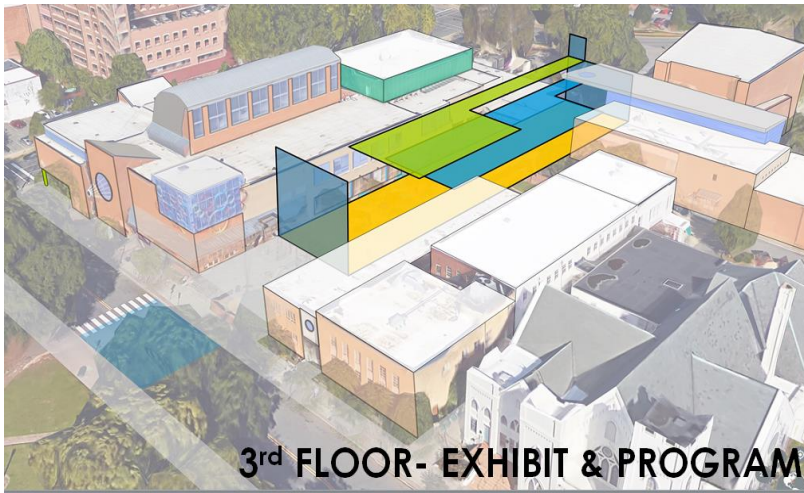


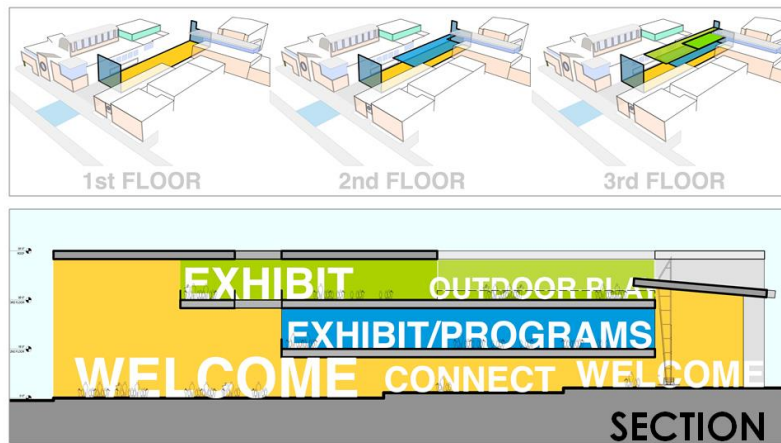
Mr. Schuster shared the expansion perspective.



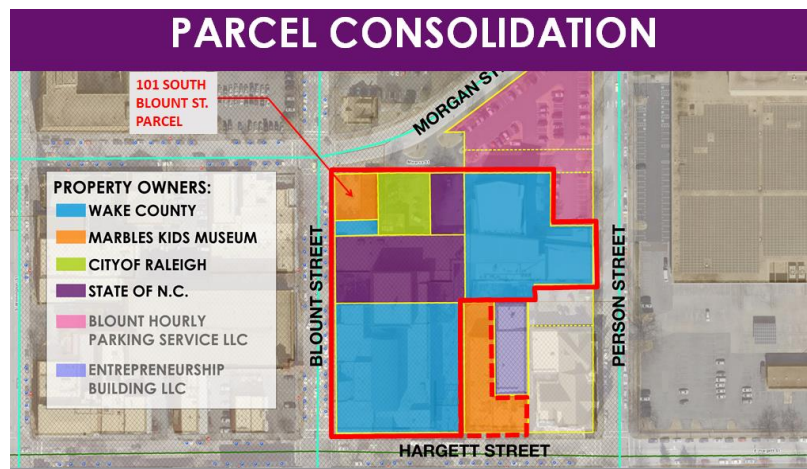
Mr. Schuster shared a map of the floor levels which will include the welcome and connect space, the green space and the outdoor play on the third floor.







Mr. Schuster shared the parcel consolidation and said a consolidation of the sites will allow for ease of future expansion.



Mr. Schuster shared the expansion scope for the next 10 years.

SPACE USE	SQUARE FEET
Expanded/Relocated Lobby	9,000
New Dedicated Exhibit Galleries	20,000
Relocated Multipurpose Rooms	15,000
Retail/Food Service-Dining Space	3,000
New Program Areas	4,000
Relocated Administration/Support/Service	5,000
TOTAL PROJECTED EXPANSION	55,000 - 60,000*

* Existing Museum Bldg = 83,000 SF; IMAX Theatre = 28,000 SF

Mr. Schuster shared the order of magnitude development cost.

New Construction/Infill Connections	\$12,000,000
Entry Courts/Façade Improvements	\$ 1,500,000
Interior Renovations	\$ 2,200,000
Professional Services	\$ 2,500,000
Contingency	\$ 3,000,000
TOTAL PROJECTED EXPANSION BUDGET	\$20 – \$23 million**

** Does not include Exhibit or FF&E Costs

Mr. Schuster shared how the expansion meets community priorities and program goals.

- 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
- Prioritizes Playful Exterior, Improves Neighborhood Connectivity and Activates Streetscape

Commissioner West asked Mr. Schuster to elaborate on the historic district. Mr. Schuster said the building sits in a nationally registered historic district and is also a City of Raleigh historic property; therefore, the museum will need to approve the expansion plans.

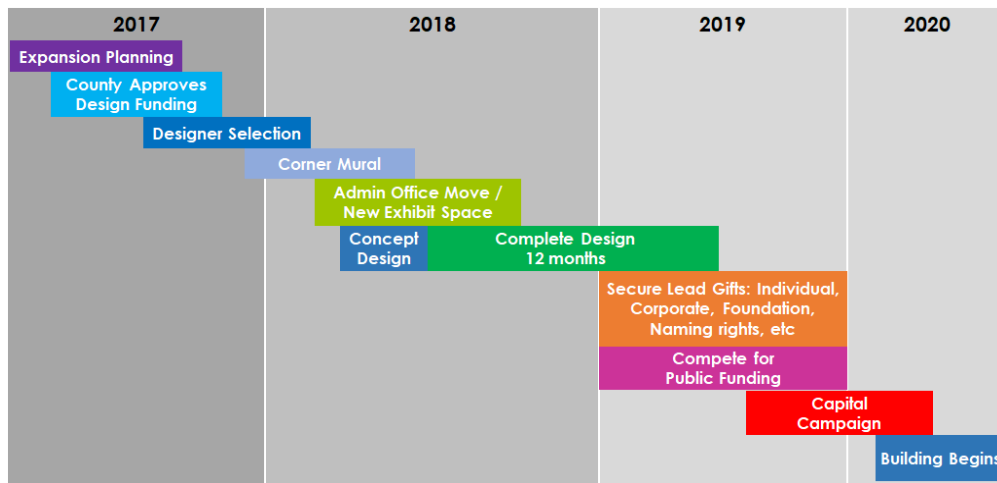
Commissioner West said the African American population was a part of the historic development. He asked if the history of the Central Citizens Advisory Council (CAC) is reflected as part of the history. Mr. Schuster said that the CAC has been a part of the history.

Ms. Edwards said the community has provided feedback that they are interested in connectivity and a welcoming museum.

Mr. Forestieri shared the Next Steps.

- Marbles Conveys 101 South Blount Street to County
- County Consolidates Parcel Ownership
- Marbles Advances New Projects in Existing Building
- County Issues Request for Qualifications for Design
- County Initiates Schematic Design
- Marbles Initiates Capital Campaign
- Marbles Prepares for Major Facilities 2020 Funding

Mr. Forestieri shared the projected timeline of the expansion project.



Mr. Forestieri shared the actions that will take place over the next 15 months.

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

Commissioner Holmes said that her family members love Marbles Kids Museum and she is excited to hear about the expansions to accommodate older children.

Vice-Chair Calabria asked about the census of visitors to the museum. Ms. Edwards said there are visitors from all over North Carolina, but 58 percent of their visitors are from Wake County. Vice-Chair Calabria asked if today's requests are from money that has been allocated to Marbles. Ms. Edwards confirmed that all the money has already been allocated for the museum.

Commissioner Portman asked if all partners are supportive of the property consolidations. Mr. Forestieri said all the parties at the city and state levels are supportive.

Commissioner Ford said that his children have participated in events at Marbles Kids Museum and he has chaperoned many school children to the museum. He asked about dining options for families. Ms. Edwards said that the on campus café is now being operated by the museum and there are affordable alternatives. Ms. Edwards said there have been discussions about growing the dining options. She also said that connectivity to neighborhoods is being researched.

Commissioner West said he recalled when the City of Raleigh passed the vote to approve Exploris.

Chairman Hutchinson said Marbles Kids Museum is magical. Ms. Edwards said one family has visited over 250 times since they opened. She said that the museum is popular with children all over the nation.

Mr. Dave Goodwin, General Services Director, said that Marbles Kids Museum is a great facility and is well operated.

Ms. Edwards thanked the Board of Commissioners for supporting the museum through the years.

Chairman Hutchinson thanked the staff present for their work in making Marbles successful.

Adjourn

Commissioner Hutchinson adjourned the meeting at 3:05 p.m.

Respectfully submitted,

Denise Hogan
Clerk to the Board, NCMCC