

# Kids Discovery Museum (KiDiMu) Cultural Funding Application: Operating Funds

## About our Request

### 1. Proposal Description and Purpose

Kids Discovery Museum is all about community. It works diligently and by nature to be inclusive, accepting people where they are, and giving them our best and our community's best. Our children and the teens and adults of the future deserve that. The Museum has a very diverse patronage that enriches everything we do. Visiting KiDiMu you hear many different languages and see all kinds of families, all in a safe and welcoming environment. It also includes many different economic resources. The Museum does not want that to deny access to underserved families that cannot afford to pay.

Research has shown that low-income families have less opportunity for such a critical learning opportunity. Close to 20% of the Museum's visitors fall into this category and are supported by KiDiMu's belief that all children deserve access to quality early learning and the arts. In order to do honor this, the Museum has several opportunities for access:

- **First Free Thursday** – a monthly access point serving 10% of total annual attendees (3,200)
- **Foster Family Free Memberships** – serving families in the Foster Care system (15 families with multiple children and family members)
- **Blue Star Program** – free admission for active military families from Memorial Day through Labor Day (262 families/909 guests)
- **Gold Star Program** – free admission for families for life after losing someone in military service (3 families with multiple extended members)
- **EBT (Electronic Benefit Transfer)**– free admission for families on the state food assistance program (25 families)
- **HeadStart Field Trips** – free field trips/admissions to schools and programs under the Administration for Children and Families (ACF), U.S. Department of Health and Human Services (15 schools and over 150 students)
- **Free Service Learning for Young Families** – a family volunteer program working on community volunteer projects, with coordination, lessons, and activities coordinated by KiDiMu (10 families quarterly)
- **Reduced Admission** – Given to senior citizens, first responders, and military personnel (ongoing)
- **Community Activities** – Bringing arts and culture to young families at community events like Taste of Lynwood, National Night Out, Tribal Family events, Family Art Day, and more.

## 6. Evaluation

Kids Discovery Museum is developing a formal feedback and evaluation system for the Museum as a whole. Individual programs and activities have their own evaluation processes including achievement of goals and objectives through focus groups, surveys, face-to-face conversations, and written evaluations.

Now the Museum has begun developing an evaluation process that includes all aspects of the Museum and how it operates. This process began in 2016 by community conversations to inform the development of new vision and mission statements for the strategic plan. Board members met with stakeholders and leaders to answer specific questions about the Museum and what it means to this community.

Once the strategic plan is completed in the beginning of 2018, these community conversations will continue to reveal the contents of the plan and solicit feedback. There will also be an annual online survey for all members and donors. This will be augmented by “floor conversations” where volunteers talk to Museum visitors to get answers to five questions and their anecdotal comments.

Individual program evaluations will also roll up into the larger Museum evaluation program to better understand KiDiMu’s efficacy, appeal and areas for improvement.

With funding from the City of Bainbridge, Kids Discovery Museum will be able to improve operations and delivery as well as begin planning growth and evolution of the Museum and all it offers.

<b>Cultural Funding Operating Budget</b>						
<b>Expense Category</b>	<b>2018 - Year 1</b>			<b>2019 - Year 2</b>		
	Total Budget Year 1	COBI Cultural Funding Request Year 1	% of Total Budget Year 1	Total Budget Year 1	COBI Cultural Funding Request Year 1	% of Total Budget Year 1
General Operating Support	\$396,617	\$15,000	4%	417,000	3%	\$15,000

## 2018-2019 CULTURAL FUNDING METRICS

### KIDS DISCOVERY MUSEUM

1. ATTENDEES ACCESSING THE MUSEUM AT FREE OR REDUCED COST AND THEIR LOCATIONS OF ORIGIN
2. PERCENTAGE OF OVERALL ATTENDEES THAT INDICATOR 1 IDENTIFIES