



2021 GREENPOWER GRANT

2021 EWEB GreenPower Grant Program Guidelines and Application

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Contact Information:

Adventure! Children's Museum

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The Clean Green Energy Machine

PROPOSAL TITLE

\$50,000. 00

2021 EWEB GREENPOWER GRANT APPLICATION

Adventure! Children's Museum

Background: The mission of Adventure! Children's Museum is to create an environment dedicated to the spirit of adventure in every child, helping them grow as artists, explorers, and innovators. Our organization formed in 2015 to support local families who lacked access to a children's museum in our community, including families on fixed incomes, families of children experiencing learning or behavior challenges, and new parents struggling with their role.

Our museum serves the greater Lane County area predominantly, but in 2019 we had visitors from nine counties in Oregon, several states, and three countries. Our visitors are a diverse combination of families from all different backgrounds. Most of our families have one or more children between the ages of 1 and 10, with some outliers who are either older or younger. We also serve a population of adults with intellectual disabilities who visit the museum with their caretakers, and we partner with community organizations like EC Cares and WellMama to provide play dates that foster community and socialization.

Due to the pandemic, many of our usual activities are on hold but we currently serve our community through an active social media presence, creating and distributing STEAM kits and craft kits, offering community-wide, socially-distanced events, and opening to visitors through three play sessions per day. Our revised operating budget for the 2021 fiscal year reflects the COVID pandemic and our recent one-year state-mandated closure: \$145,480, of which \$90,000 will go directly to staffing.

Project Description: The primary purpose of our project is to share green energy technology with tens of thousands of visitors in the next year alone, in a fun and exciting hands-on exhibit adopted from the Palo Alto Junior Museum and Zoo. **The Clean Green Energy Machine exhibition** features several hands-on components including a Kid-Powered Tennis Ball Machine, a HydroPowered Machine, a Small Solar Power Machine, and a Large Solar Power Machine. Each of these components has been offered to us as a donation from the Palo Alto museum, but must be disassembled, loaded, moved, and significantly refurbished before putting it on display. Once the work is finished, the exhibit will require additional insurance and maintenance.

In 2019, pre-pandemic, Adventure! Children's Museum welcomed over 60,000 visitors to our exhibit hall, through regular visits, membership visits, school and camp field trips, classes, and camps. Most of these visitors were from the areas surrounding Eugene, but we ended up with visitors from nine counties in Oregon, several states, and all over the world. Despite the setbacks of the last year, we intend to continue to grow past the end of the pandemic, welcoming an equivalent number of families in 2022, and increasing the number of families served in every year thereafter.

The exhibit, once installed, will provide hands-on learning regarding several types of green energy, including fun components like people-powered cranks, kid-built circuits powered by solar energy, and hand pumps that propel water to power a light. All the visitors we mention above will benefit from access to this exhibit in an affordable way; our current admission cost is just \$5, and a portion of the grant proceeds will go toward funding reduced cost admission for families who receive food assistance, resulting in more equitable access. Studies show that hands-on learning has an amazing effect on knowledge retention, which can power future innovation. Discovering how things work creates new connections in developing brains, something that all children deserve to benefit from, regardless of income.

We have already been awarded possession of the exhibits through an application process, and are working on making arrangement for recovering the components this summer. The first step in

implementing this project will be to send staff to Palo Alto to evaluate and photograph the entire exhibit, testing it for needed repairs, new component needs, and necessary refurbishment. The crew will carefully disassemble the exhibit and load into a truck, transporting it back to Adventure! Children's Museum this summer. Once it's on-site, we will set to work on refurbishment and component acquisition, then assemble the exhibit on-site and, finally, announce the opening of the exhibit and the accessible admissions through social media, school notices, print and radio advertising, and limited flyer distribution (on recycled paper). The exhibit team will create a detailed timeline that outlines benchmarks to help keep the project on track, to be completed within the 18-month timeline required by grant parameters. Due to the unknown condition of the exhibit components, this step will need to be completed after the exhibit is recovered from the Palo Alto Junior Museum and Zoo. We've included a brief timeline at the bottom of this page, which will be expanded upon by our team after retrieval.

Project Evaluation: Completing this project successfully would include safely recovering and transporting the exhibit, completing the installation, and welcoming the public. As there is an added component of reduced admissions, we would also consider equitable access to the museum and the exhibit to be a signal of success.

By the end of the 18-month timeline, our goal will be to have the exhibit installed and accessed by as many community members as is safe and feasible given pandemic considerations. Our goal for 2022 is to have the exhibit open at the start of the new year, and to welcome our former record-number of guests, 60,000 (with 10% of these admissions to be offset by grant funding). Depending on circumstances, that number may be considerably lower if we can't safely welcome full capacity to the museum. Even at our current reduced capacity of 24 persons in the museum simultaneously, we anticipate we'll be able to welcome approximately 10,000 guests minimum in 2022. That's still a significant number of visitors who will benefit from hands-on learning from the Clean Green Energy Machine exhibit in the next year alone. With an estimated useful life of 5-10 years, the exhibit has the potential to impress and engage hundreds of thousands of visitors beyond the end of the grant period.

We will create a survey to determine visitor experience with the exhibit. Regarding equity, we typically calculate our success in the reduced admissions program by tracking numbers of users throughout the year. We will create a report at the end of 2022 that we will present to EWEB with our findings. By design, though, it should be noted that any children's museum is intended to create sparks in children that may not be realized till years into the future. These outcomes are expected, but less measurable.

Budget and Timeline:

(Note: This project is expected to be partially funded through volunteer labor and in-kind donations. Please see next page for budget.)

Timeline:

- Summer 2021 — Assess and retrieve exhibit from Palo Alto.
- Fall-Winter 2021 — Order replacement components and refurbish exhibit.
- Winter 2022 — Install and open exhibit.
 Advertise through social media and direct mail.
- Spring-Winter 2022 — Evaluate success of exhibit through survey and metrics collection.
- Winter 2023 — Report on findings to EWEB and on website.

Funding Sources	Estimated Value	Total Funding	Notes
Estimated Volunteer Labor: Exhibit Retrieval Summer 2021	\$1500	\$1500	Based on two volunteers joining the crew in Palo Alto
Estimated Volunteer Labor: Exhibit Refurbishment Fall and Winter 2021	\$1500	\$3000	Based on volunteers assisting in cleaning and refinishing exhibit pieces
Estimated Volunteer Labor: Exhibit Maintenance Spring through Winter 2022	\$3000	\$6000	Based on assumed volunteers assisting in cleaning exhibit and assisting with interpretation
Donated Exhibit Components	\$150,000	\$156,000	Based on reported cost to originally create the exhibit; actual value will depend on condition
EWEB Greenpower Grant	\$50,000	\$206,000	
	TOTAL BUDGET	\$206,000	
	TOTAL IN-KIND	\$156,000	
	TOTAL CASH BUDGET	\$50,000	

Expenditures	Estimated Budget	Total Budget	Notes
Retrieving Exhibit from Palo Alto: Trip Expenses Summer 2021	\$3500	\$3500	Cost of travel expenses, truck rental, fuel, insurance
Estimated Labor: Exhibit Retrieval Summer 2021	\$750	\$4250	One staff member, eight hours daily X 4 days
Estimated Labor: Exhibit Refurbishment Fall and Winter 2021	\$10,800	\$15,050	Two staff members, fifteen hours weekly X 24 weeks
Estimated Labor: Exhibit Maintenance Spring through Winter 2022	\$3950	\$19000	Estimated cost of daily maintenance of exhibit for one year
Estimated Cost of Materials to Refurbish	\$5000	\$24000	Loose Estimate
Exhibit Advertisement	\$2000	\$26000	Newsletter, print, radio, online
Offset Admissions Spring through Winter 2022	\$24,000	\$50,000	Increases access and equity by providing admission for \$1 to families receiving assistance (6000 reduced admissions).
	TOTAL ESTIMATED CASH EXPENSES	\$50,000	

Board of Directors:

Amelia Reising, Board President

Christine Adams, Board Vice President

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Denicia Ahrenholtz, Board Member and Grants & Fundraising Committee Chair

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Stephanie Barber, Board Member

Kendra Henriksen, Board Member

Key Staff Resumés:

Amelia Reising (Board President, Founding Director)

Amelia first studied art and costume design at what was then Southern Oregon State College, working under costume designers from the Oregon Shakespeare Festival. After graduating from the University of Oregon (BA, Art, 2002) Amelia's post-graduate studies were focused in non-profit management. Her work as a graphic designer and as a costumer, set builder, and props maker for local theater (Free Shakespeare and Roving Park Players) helped her hone many skills that aid in the planning of ACM and personal projects. She volunteers as Secretary of a local PTA, has worked reading to children in parks through the United Way, worked as a parent-teacher and substitute preschool teacher at a local preschool co-op, and participates in chalk art competitions and several local benefit art shows every year. She also designs book-related materials for the Pacific Northwest Bookseller's Association as a contractor, and freelances in cover and marketing design.

Justin Ahrenholtz (Exhibits Maintenance Staff)

Justin joined us two years ago as our exhibits maintenance staff person, helping maintain current exhibits as well as collaborating on new exhibit features. Justin has also been a board member at a local charter school, a volunteer in the Eugene Public Library's maker space, and an experienced maker.

Shawn Hymer (Exhibits Volunteer)

Amelia's husband, Shawn, regularly builds and creates exhibit pieces along side the team at Adventure!, in addition to his regular job as a business intelligence engineer at a local software company. Shawn has a wide variety of skills including electronics, woodworking, painting, 3D printing, and more.

Important Update from The Palo Alto Junior Museum and Zoo: We have moved into our new facility. The City of Palo Alto would like to donate our treasured exhibits to other organizations, so that many more families can enjoy them as much as our visiting families have. The Clean Green Energy Machine Exhibition with a popular large-scale ball machine was produced in 2007. We also have our imaginative Buzzzzz Exhibition that can be used for insect, arthropods, or other creative ideas. Please let us know if your group is interested in adopting one or more of our exhibits for your education site or museum. Please review exhibit details below:



Tennis Ball Machine

This is a four-unit tennis ball machine that starts with a tube ball lift and ends with the tennis balls circling in a metal bowl. The great thing about this machine is that children can start at any point they wish to get the balls going. Since this is a multi-unit machine, children can go to numerous sections. This way, a lot of children can play with this machine at one time. Children can play separately or, as we have seen, children make new friends while learning how to work as a team and cooperate with each other. Children watch how the balls move through tubes, up chain ladders, down curved cutouts in the wood, and how a catapult launches a ball which lands in a basket, only to then go on to a new adventure. There are lots of things to spin, turn, lift, and place on this exciting multi-level machine. The laughter and fun for all ages is endless. Some of the comments when we close at the end of the day include: "NO, I AM NOT DONE YET!" and "I have to finish, we have to come back tomorrow."

Hydro-Powered Machine

Beautiful and interactive, this display uses the inherent energy in moving water to generate electricity. The children spin one or both wheels which turns on a pump that shoots water at a pelton wheel that spins a generator, resulting in electricity. The electricity powers lights, a plasma ball, and a fan twirling air that sends ping pong balls whirling in a plastic canister. The faster the turbine spins, the brighter the lights, and the faster the ping pong balls go. Kids love to see how long they can keep the flow going and lights powered and enjoy touching the plasma ball.



One Large and One Small Solar Powered Machine

We have two exhibits that powered by small solar panels. At the smaller machine (for ages under 5) kids turn switches on and off in a circuit. At the larger one for older kids, they can build their own circuits.



Please Note: The above exhibits will come with some spare parts, depending on what we still have on hand. Please be aware that the donee will be responsible for disassembling, transporting, and reassembling this exhibit to its new location. This exhibit originally cost over \$150,000 to make.