

From: [Carol Meagher](#)
To: [Bill Seline](#)
Cc: [Joyce Engler](#)
Subject: To the Fire Chief and board of Truckee Fire Protection District
Date: Sunday, February 10, 2019 9:20:21 PM

2/10/2019

To: Mr. Seline and the board of the Truckee Fire Protection District
From: [KidZone Museum](#) Board of Directors & Executive Director

(Chief Seline, please forward to the board members of Truckee Fire. Thank you.)

Dear Chief Seline and the Board of Truckee Fire Protection District,

The Board of Directors of the KidZone Museum are very excited about the opportunities that are shown in the multi-agency land use study for Truckee River Regional Park. We have some collaborative ideas in regards to the study and we would like to meet and share those ideas with you.

The KidZone Museum has completed all pre-campaign fundraising (\$100,000) for our studies which include a business plan for a museum that will serve our children through their teenage years and will include an innovative STEAM center. Our studies show we will serve 50,000 visitors, double our revenue streams, and have an economic impact of \$1 million dollars of captured spending in our community.

The Museum Business Plan will include detailed renderings of program spaces, economic feasibility, cost of the building, and financials that will speak to our guaranteed sustainability in a larger space. It will be completed in May 2019 by JK Architecture and Engineering, Hansford Consulting, and Ter, Molen, Watkins, and Brandt campaign consultants. We will then embark on the silent phase of our campaign and engage our ten major donors who said they will give up to \$3 million toward an expanded museum.

Our research with our National Association of Children's Museum partners has highlighted innovative partnerships between museums and libraries, as well as museums and science centers. The research shows that children's museums are the fastest growing museum sector in the country with the highest visitation and income generation. KidZone Museum's current visitation of 30,000 will grow to 50,000 if we can inhabit a permanent space and this will then generate upwards of \$1 million garnered mostly from fees and grants the museum has cultivated for over 25 years.

The KidZone Museum's tent structure is nearing the end of its life. We see tremendous opportunity in the MSPS Study and have some ideas regarding the Library/Community Space and how a children's museum along with our supporters can help facilitate its implementation as well as the ongoing operating and maintenance of the facility. We would love to discuss a collaborative partnership with the various public agencies who participated in the study.

A permanent facility is critical for the museum to serve our schools and hundreds of families who use the museum for STEAM programs, special needs and preschool education, emergent literacy programs, and most importantly, family engagement and strengthening that include our large Latino constituency.

We look forward to meeting and discussing the MSPS for Truckee River Regional Park.

Sincerely,

Carol
Carol Meagher
Executive Director

Kim Yamauchi
Board Member and Planning Chair
KidZone Museum

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