

July 30, 2012

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Attn: Jess Hopeman  
Legislative Reference Library  
645 State Office Bldg.  
100 Rev. Dr. MLK Jr. Blvd.  
St. Paul, MN 55155

**RE: Arts and Cultural Heritage Report: Offsite Environments, Rochester, *Storyland***

Ms. Hopeman:

Please find enclosed with this letter Minnesota Children's Museum's financial report on activities resulting from the funding received by the Arts and Cultural Legacy fund. Since receiving this award, the Museum has already achieved tremendous results toward a dramatic programmatic expansion beyond our Saint Paul site. Our 2011 allocation of \$1 million over two years was intended to support three projects: the opening of a new Minnesota Children's Museum in Rochester, installation of at least six new interactive early literacy environments in libraries across the state, and the continuation of *Storyland: A Trip through Childhood Favorites* traveling exhibit throughout the state. The full scope of activities will be detailed in our January 1, 2013 interim report to the State of Minnesota; however, I wanted to share with you some of the exciting results of this support to date.

*Minnesota Children's Museum Rochester (MCMR)*

An extraordinary amount of work over the past year has resulted in the opening of the Museum's first satellite location in the city of Rochester. Minnesota Children's Museum had been working with the Children's Museum of Rochester to establish a partnership to create a new physical space for a children's museum in this fast-growing city and with generous funding from Legacy, we established a project team in late summer of 2011 to bring the new Museum to fruition. With an ambitious project timeline, the Museum located a space, created a renovation timeline, developed an exhibit schedule, recruited Rochester leadership and staff, and secured local funding from an eager Rochester community. With much excitement, the Minnesota Children's Museum of Rochester opened April 6<sup>th</sup> to great enthusiasm and response from the local community. Attendance was strong from the beginning, with over 1,000 visitors in the first week and 80 membership sales. By close of our fiscal year on June 30, 9,289 visitors flocked to the Rochester museum and 456 families became members of MCMR, far surpassing our initial goals for the launch. We are currently capturing demographic and audience impact surveys and hope to have a full analysis of our Rochester audience later this fall.

*Smart Play Spots*

The Museum's goal was to develop, fabricate and install at least six interactive, three dimensional early literacy learning environments in libraries across the state. The Legacy funding has since allowed the Museum to make a greater impact and is now being used to leverage additional community support at each *Spot* location increasing the number of installations to upwards of 9 sites. The first of the Legacy supported sites at the Grand Rapids Library in northern Minnesota is slated to open August 8. We are already in various stages of development, fabrication and installation on six of the sites with the next opening slated for later this fall. Current sites include Willmar Public Library (Willmar), Ramsey County Library (Maplewood), Great River Regional Library (St. Cloud), Owatonna Public Library (Owatonna), Washington County Library (Woodbury), White Earth Childcare Center (White Earth). Supporting the development of the six pre-literacy skills, the Museum believes that Smart Play Spots will strengthen communities, particularly in the

**Minnesota  
Children's  
Museum**

*Smart Play*

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St. Paul, MN 55102  
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area of early childhood education and literacy, which is critical to educational attainment and economic vitality.

*Storyland: A Trip Through Childhood Favorites*

Funding received from the Arts and Cultural Heritage Fund is being used to support the launch of a statewide tour in Minnesota. Still traveling on the first leg of its regional tour funded by the Arts and Cultural Legacy fund of 2009, *Storyland* has not only been delighting children and families, it has been enthusiastically received in each of its communities. To date, the exhibit has traveled to Worthington, Elk River, and Redwood Falls and has recently opened in Chisholm. Additionally, we are happy to report that, based on a professional evaluation conducted by Blue Scarf Consulting, the exhibit has been successful in achieving our goals of increasing the understanding for and interest in reading in children. Also, the evaluation was able to conclude that *Storyland* helped change adults' perception of the critical role they play in their child's early literacy learning.

Support from the Arts and Cultural Heritage Fund has provided a solid foundation for our efforts toward activating the Museum's reach throughout the state with an eye toward providing opportunities for all children to learn through play. We thank the State of Minnesota for its support through the Clean Water, Land and Legacy amendment. Please contact James Lekvin, Grants Manager, at 651-225-6034 if you have questions or need additional information.

Regards,

  
Dianne Krizan  
President

cc: Alyssa Haugen and Jane Xiong, Department of Administration

Arts and Cultural Heritage Fund  
Expense Report

Contract #: 40047/300-575

If submitted with invoice, indicate invoice # or date: Inv # 630 / date 6/30/12

For eligible expenses between the dates of: April 30, 2012 - June 30, 2012

**Instructions:** Please enter the eligible expenses incurred for the period according to the appropriate project and category. Adjust the budget categories as needed to match your approved budget categories. Please refer to the grant contract section 4.2 for payment schedule details. Please do not attach supporting documents (receipts, timesheets, etc.) but retain according to section 9 of the grant contract.

\*Per the reporting requirements set by the Arts and Cultural Heritage Fund, any budget variance exceeding 5% must be reported to the State. Minnesota Children's Museum is reporting a variance of 25% for the Capital Additions line item. Whereas the original budget communicated a projected expense of \$114,895, the Museum actually spent \$144,084. As the project progressed, the Museum discovered contractor cost assumptions for the build out were set too low for the renovation of the Rochester location.

	Salaries/ Benefits	Building Operations	Information Technology	Contracted Services/Prof fees	Furniture, Equip, Telephone	Supplies & Misc	Promotions & Advertising	Travel	Postage & Exhibit Shipping	Exhibit Expense	Capital Additions*	Total
Rochester	53196	11585	4730	7041	831	11586	11421				26258	126648
												0
												0
												0
												0
												0
												0
												0
												0
												0
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												0
												0
												0
												0
Total	53196	11585	4730	7041	831	11586	11421	0	0		26258	126648

# INVOICE

*'Sparking Children's Learning Through Play'*  
telephone (651) 225-6001 fax (651) 225-6006 www.mcm.org

**Minnesota  
Children's  
Museum**



Bill to: STATE OF MINNESOTA

Invoice Date 7/25/2012

Invoice # LEG630

Due Date

DATE	DESCRIPTION	AMOUNT DUE
6/30/2012	2nd Release (2012-2013 Legacy Grant # 40047/300-575)	126,648.00

TOTAL	126,648.00
SALES TAX	-
LESS: DEPOSIT	
TOTAL DUE	126,648.00

Please remit payment to:

MINNESOTA CHILDREN'S MUSEUM  
10 WEST SEVENTH STREET  
ST. PAUL, MN 55102

**THANK YOU!**

Visa, Master Card, Discover Card Accepted

Arts and Cultural Heritage Fund  
Expense Report

Contract #: 38108/300-499

If submitted with invoice, indicate invoice # or date: Inv # 630 / date 6/30/12

For eligible expenses between the dates of: July 1, 2011 - June 30, 2012

**Instructions: Please enter the eligible expenses incurred for the period according to the appropriate project and category. Adjust the budget categories as needed to match your approved budget categories. Please refer to the grant contract section 4.2 for payment schedule details. Please do not attach supporting documents (receipts, timesheets, etc.) but retain according to section 9 of the grant contract.**

Project	Salaries/ Benefits	Contracted Services/Prof fees	Supplies & Misc	Promotions & Advertising	Travel	Postage & Exhibit Shipping	Printing Expense					Total
Early Literacy Environments	7277											7277
												0
												0
												0
												0
												0
												0
												0
												0
												0
<b>Total</b>	7277	0	0	0	0	0	0					7277

# INVOICE

*'Sparking Children's Learning Through Play'*  
telephone (651) 225-6001 fax (651) 225-6006 www.mcm.org

**Minnesota  
Children's  
Museum**



Bill to: STATE OF MINNESOTA

Invoice Date 7/25/2012

Invoice # LEG12630

Due Date

DATE	DESCRIPTION	AMOUNT DUE
6/30/2012	1St Release (2012-2013 Legacy Grant # 38108/300-499)	7,277.00

TOTAL	7,277.00
SALES TAX	-
LESS: DEPOSIT	
TOTAL DUE	7,277.00

Please remit payment to:

MINNESOTA CHILDREN'S MUSEUM  
10 WEST SEVENTH STREET  
ST. PAUL, MN 55102

**THANK YOU!**

Visa, Master Card, Discover Card Accepted

STATE OF MINNESOTA LEGACY AMENDMENT GRANT  
 FINANCIAL PROGRESS REPORT  
 FY 2012

Grantee: Minnesota Children's Museum

Agreement Number: B36321

BUDGET LINE ITEMS	REVISED BUDGET AMOUNT FY 2012	07/01/11 - 12/31/11 EXPENDITURES	1/01/12 - 6/30/12 EXPENDITURES	TOTAL EXPENDED YEAR TO DATE
Sal. & Wages	\$ 24,291	\$ 14,026	\$ 8,393	\$ 22,419
Tax / Benefits	\$ 4,688	\$ 2,421	\$ 1,587	\$ 4,008
Print, Photog, Graphics	\$ -	\$ 1,101	\$ -	\$ 1,101
Exhibit / Program Supplies & Materials	\$ 3,250	\$ 478	\$ -	\$ 478
Contracted Services			\$ 150	\$ 150
Promotions & Advertising	\$ 4,000	\$ 465	\$ -	\$ 465
Prof. Fees / Consulting	\$ -	\$ -	\$ -	\$ -
Postage & Shipping	\$ 4,500	\$ 1,225	\$ 2,442	\$ 3,667
Meetings & Receptions	\$ 272	\$ 62	\$ 89	\$ 151
Travel	\$ 4,467	\$ 274	\$ 807	\$ 1,081
Staff Training	\$ 500		\$ 146	\$ 146
Exhibit Construction	\$ 95,299	\$ 95,300	\$ -	\$ 95,300
Rent / Storage	\$ -			\$ -
Administrative	\$ 3,532	\$ 2,884	\$ 340	\$ 3,224
<b>TOTALS:</b>	<b>\$ 144,798</b>	<b>\$ 118,236</b>	<b>\$ 13,954</b>	<b>\$ 132,190</b>

Prepared By: Keith Sterner  
 (typed name)

(651) 225-6031  
 (phone #)

This report reflects expenditures:  
 From: 07/01/2011 To: 6/30/12



Signature of Project Director or Coordinator

Organization: Minnesota Children's Museum

Expense Category	Project #1: Minnesota Children's Museum at Rochester		Total Legacy & MCM leveraged
	Legacy \$	MCM leveraged \$	
Salaries/Benefits	352,449	204,667	557,116
Building Operations	50,835		50,835
Building lease		118,842	118,842
Information Technology	12,706		12,706
Contracted Services & Professional Fees*	31,455		31,455
Insurance*	15,366		15,366
Furniture, Equipment & Telephone	6,193		6,193
Fees, Dues, Leases		13,906	13,906
Supplies & Miscellaneous*	15,453		15,453
Promotions & Advertising	42,141		42,141
Travel	5,470		5,470
Training*	9,269		9,269
Postage & Exhibit Shipping	18,768		18,768
Exhibit expense	18,000		18,000
Capital additions	114,895		114,895
<b>TOTAL EXPENSES</b>	<b>693,000</b>	<b>337,415</b>	<b>1,030,415</b>

\* Contracted Services & Professional Fees includes services and fees such as payroll costs, audit costs, legal fees, etc

\* Insurance includes all property, liability, umbrella, workers compensation, crime, auto, and Directors and Officers insurance coverage

\* Miscellaneous includes generic charges that come up such as bad debt and write offs for gifts and pledges not received.

\* Training includes all start-up training costs for new employees and volunteers. This also includes on-going training for staff and volunteers as we add new people throughout the years. Training covers safety, customer service, education/Museum content, Human Resources, etc. In addition, this line item covers registration for the Director to attend the annual Association of Children's Museums conference, which will be held in Portland, Oregon this year and also held out of state next year.



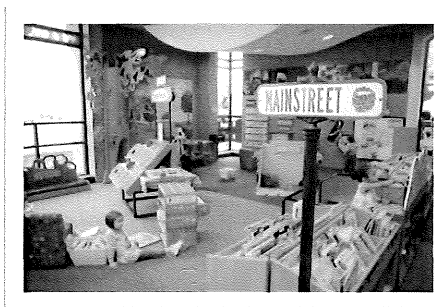
**Minnesota Children's Museum**  
**Smart Play Spot Early Literacy Environment Opportunity**

Minnesota Children's Museum is a premier early childhood learning organization that offers playful learning opportunities for young children, their parents and other significant adults in their lives through fun, educational exhibits and programs that promote and enrich early childhood learning and development.

In 2010, in collaboration with Dakota County, Hennepin County, and Saint Paul Public libraries, and with funding from the Institute of Museum and Library Services, the Museum transformed the children's areas of three libraries into immersive, interactive, early literacy environments. Combining the best elements of children's museum learning environments and libraries' intentional interactions, these model early literacy environments advance children's literacy development through three-dimensional, hands-on, multi-sensory learning. The environments are designed around the six pre-reading skills defined by the Public Library Association and the Association for Library Service to Children.

Playful learning is at the center of effective development in young children. When it comes to building children's competence in literacy, environments that offer opportunities for children to play, talk, sing, read and write help to promote a love for reading and build pre-literacy skills. Through dramatic play, storytelling, playing with letters and sounds, expanding vocabulary, and high quality literature, a *Smart Play Spot* embrace and engage children in literacy development.

Engaging adults in children's early literacy learning is also of primary importance in the environments. One goal of the *Smart Play Spot* is to make early literacy development and pre-reading skills more understandable and accessible for a broad audience. To that end, graphic messages throughout the environments encourage adults to support children's early literacy development in specific ways.



### **Project Description**

With funding from the Minnesota Clean Water, Land and Legacy Amendment, Arts and Cultural Heritage Fund, and through community matching funds, the Museum now has the opportunity to build on this exciting work by installing *Smart Play Spot* early literacy environments in up to 12 libraries and community sites throughout the state, now through June 2013. In early 2012, seven sites were chosen during the first round of Request for Proposals. This request is the second round of Request for Proposals for this project.

### **Project Timeline**

June 15, 2012	Request for Proposal issued
August 1, 2012	Proposals due
September 1, 2012	Site selections announced
September 2012-June 2013	Design and installation of <i>Smart Play Spots</i>

### **Project Scope**

Minnesota Children's Museum will work with selected sites to design a Smart Play Spot early literacy environment. Museum staff will provide a catalog of components from which to choose and create a unique floor plan for each site.

The Museum will also:

- fabricate and install the selected components and graphics at each site
- provide a starter set of necessary loose props
- provide training on the care and use of the environment
- provide materials for distribution to parent/adult

### **Contact Information**

Ann Becker Peterson, Education Outreach Coordinator  
10 West Seventh Street  
St. Paul, Minnesota 55102  
E-mail: [apeterson@mcm.org](mailto:apeterson@mcm.org) / Phone 651-225-6049

### **Questions**

Questions regarding this RFP should be directed to Ann Becker Peterson at the e-mail address or phone number in the Contact Information above.

### **Submission of Proposals**

All proposals must be received by **Ann Becker Peterson** at Minnesota Children's Museum no later than **5:00 p.m. Wednesday, August 1, 2012**. Responders must submit one hard copy of the proposal as well as one electronic version to the addresses in the Contact Information above.

**Minnesota Children's Museum**  
***Smart Play Spot* Early Literacy Environment Application**

Minnesota Children's Museum invites libraries and other community organizations throughout Minnesota to apply for the opportunity to be one of up to 12 sites in which to install a new 400-500 square foot, permanent *Smart Play Spot* early literacy environment to serve local children and families.

Please enter the information and answer the questions in the gray fill-in fields below.

Applicant Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please provide the following information regarding your organization.

**Description of Organization**

**Type of Organization**

Please share your organization type.

**Demographics/Reach**

Please describe the people you serve in terms of demographics and annual numbers served.

**Programs and Services Offered**

Please outline the key programs and services your organization offers to the community.

**Community Need**

Please explain why your organization would like to see an early literacy environment in your community.

## **Partnership Requirements**

Minnesota Children's Museum seeks to ensure that the *Smart Play Spot* early literacy environments reach a large number of children and families, including those facing the greatest financial need and educational disparities. In addition, the Museum wants to ensure that each community receives the maximum positive benefit from the early literacy environment. In the space provided below, please describe how you meet each of the partnership requirements.

### **1) Commitment to early childhood education**

Please describe your organization's commitment to early childhood education and early learning opportunities that enhance and promote successful early childhood development for all of the children in the community, regardless of social or economic status, race, or culture.

Commitment to early childhood education

In what ways do you collaborate with community partners to accomplish this?

Collaboration with community partners

Do you offer any existing programming that would support and enhance the learning experiences of the environment?

If yes, please describe

### **2) Demographics**

According to the 2010 U.S. Census, what is the population of children under 5 years in your city?

Population of children under 5

According to the 2010 U.S. Census, what is the population of children ages 5 to 9 in your city?

Population of children 5 to 9

According to the 2010 U.S. Census, what is the percentage of *all families with related children under 5 years only* whose income in the past 12 months is below the poverty level?

Families with children under 5 below poverty level

### **3) Access**

Will the proposed site be free and open to the general public?

Access

### **4) Hours of operation**

Please list the hours that the environment will be open to the general public.

Hours of operation

### **5) Institutional commitment and engagement**

Please describe the staff commitment and buy-in for having an early literacy environment at your establishment.

Staff buy-in

Is there at least one staff person who would be in or near the environment at all times during public hours?

Staffing

Please explain how you will build engagement in the community, promote the early literacy environment, engage adults/parents, and assure that it is a well-used community asset.  
Community engagement, marketing and promotion

**6) Attendance tracking**

Please describe how you might be able to estimate usage of the environment.  
Attendance tracking

**7) Matching funds**

If needed, Minnesota Children’s Museum will provide fundraising support to help secure \$20,000 to \$25,000 in community matching funds. What local funding sources might be available?  
Please describe local foundation, corporate or other support resources

**8) Maintenance and repairs**

After installation, maintenance and repairs of the environment and loose props will be the responsibility of the site. While the Museum is experienced in building safe and strong exhibits and environments, sites should budget for occasional repairs, maintenance, and props replacement due to normal wear and tear, approximately \$300 - \$600 a year.

In order to ensure that the environments remain in good working and safe condition, the Museum will complete an annual inspection of each environment to assess its condition and identify necessary maintenance or repairs, which will be the responsibility of each site. An annual inspection fee of \$100, plus mileage, will be charged for each site.

Is the site prepared to undertake these responsibilities and budget for annual expenses?  
Maintenance and repairs

**9) Staff resources**

The site will need to make at least one staff person available to work with the Museum to select environment components and work to approve the design, installation scheduling, etc.  
Name of staff contact (or position) who will be made available for this work

## **Physical Requirements**

Minnesota Children's Museum seeks to ensure that the *Smart Play Spot* early literacy environments are well accommodated and maintained. In the space provided below, please describe how you will meet each of the physical requirements.

### **1) Dedicated space for a 400-500 square foot early literacy environment**

Please describe the space into which you're proposing to install the environment taking into account the potential for site noise.

Dedicated space for the environment

### **2) Site ownership**

Who owns the space into which you're proposing to install the environment?

Name of site owner/organization\*

*\*If different from applicant organization, please include a letter of support with this proposal.*

### **3) HVAC temperature control**

Is the site HVAC temperature controlled?

HVAC temperature control

### **4) Maintenance & Cleaning**

Please describe how you would handle cleaning and maintenance of the environment and loose props, through staff or volunteer resources, or other.

Describe commitment to maintain and clean environment and props

### **5) 110 power/20 amp electrical service**

Please confirm 100 power/20 amp electrical service is available in the proposed space.

Electrical service

Thank you for applying for the *Smart Play Spot* early literacy environment opportunity.



# SUPPORTING EARLY LITERACY LEARNING

## EARLY CHILDHOOD ENVIRONMENTS EXPAND ACROSS MINNESOTA

"Kids get a hands-on learning experience that allows them to explore reading and literacy as not only an exercise of the mind but of the whole body."

—Hopkins Library parent



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**Children's**  
**Museum**  
Smart Play





## CREATIVE LITERACY ENVIRONMENTS SPARK A LOVE OF READING

In 2010, Minnesota Children's Museum, in collaboration with Dakota County, Hennepin County and Saint Paul Public libraries, transformed the children's areas of three libraries into immersive, interactive, early literacy environments.

The installation of these exhibits marked the first phase of a multi-year strategic plan to extend the Museum's learning environments into community locations such as libraries. Playful environments encourage children's literacy development through hands-on, multi-sensory activities that include dramatic play, story telling, and playing with letters and sounds. Clear messages also inspire adults with ideas and information on how to promote a love of reading and build pre-literacy skills in young children.

Environments are designed around the six pre-literacy skills defined by the Public Library Association and the Association for Library Service to Children:

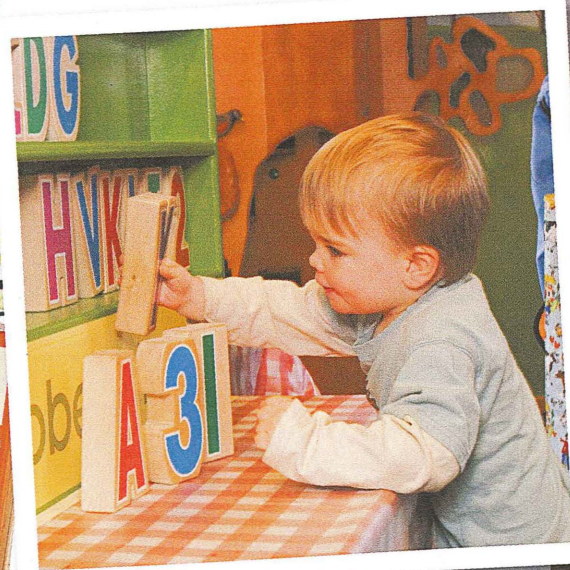
- **Love Books**  
Enjoy and take interest in books
- **Read Everything**  
Notice print and symbols in the world
- **Know Letters**  
Identify letters by shape, name, and sound
- **Tell Stories**  
Understand, tell, and retell stories
- **Learn Words**  
Recognize, understand, and use words
- **Hear Sounds**  
Listen to and play with the smaller rhythms and sounds in words

"[Play] makes it very simple to learn. It doesn't seem like they are learning because it's not tedious."

—Wescott Library parent

"Kids want to play. If you make learning fun, they'll learn."

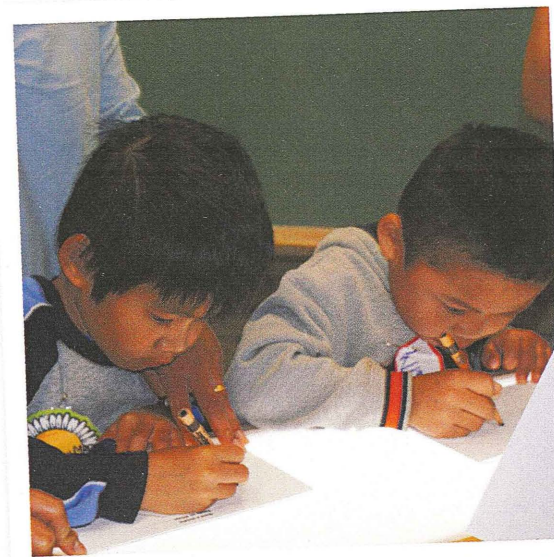
—Sun Ray Library parent



## SETTING THE STAGE FOR RAPID GROWTH

Building on the success of the first three environments, funded by the Institute of Museum and Library Services (IMLS), the Museum will continue to complement the best elements of children's museum learning environments with community partnerships to advance children's literacy development, and expand the project to Greater Minnesota.

Over the next three years, the Museum will develop and install 11 more environments. In addition, an appropriation from the State of Minnesota Arts & Cultural Heritage Fund will support a tour of the recently developed *Storyland: A Trip Through Childhood Favorites* exhibit to at least nine sites. The Museum's site selection process ensures access to low-income populations where children face the greatest educational disparity in school readiness.



## CURRENT AND FUTURE STATEWIDE REACH

### CURRENT PERMANENT SITES

**Location**  
Sun Ray Library – St. Paul  
Hopkins Library – Hopkins  
Wescott Library – Eagan

**Opened**  
Summer 2010  
Summer 2010  
Summer 2010

### PENDING PERMANENT SITES

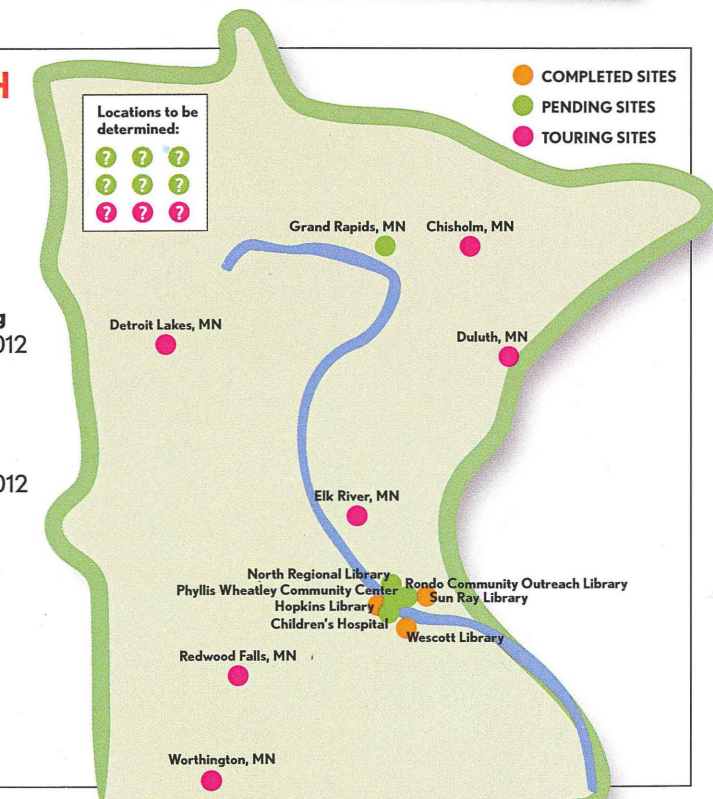
**Location**  
Rondo Library – St. Paul  
North Regional Library – North Minneapolis  
Six additional sites – TBD  
Phyllis Wheatley Community Center – North Minneapolis  
Grand Rapids Public Library – Grand Rapids

**Tentative Opening**  
February–March 2012  
May–June 2012  
By July 2013  
May–August 2012  
June–September 2012

### TOURING SITES

**Location**  
Worthington  
Elk River  
Redwood Falls  
Detroit Lakes  
Chisholm  
Duluth  
Three additional sites – TBD

**Opening**  
June 2011  
October 2011  
February 2012  
TBD  
TBD  
TBD





**Major funding provided by:**



**Additional funding provided by:**

Blandin Foundation  
Children's Hospital  
City of St. Paul Cultural STAR  
General Mills Foundation

Hennepin County Library Foundation  
John S. and James L. Knight Foundation  
Minneapolis Foundation  
Northland Foundation

**In partnership with:**

Dakota County Library System  
Detroit Lakes Early Childhood Initiative  
Duluth Public Library  
Duluth Children's Museum  
Elk River Area Early Childhood Coalition  
Elk River Early Childhood Family Education  
Elk River Community Education

Grand Rapids Public Library  
Hennepin County Library System  
Ironwood Development Corporation  
Saint Paul Public Library System  
Worthington Early Childhood Initiative  
Worthington Early Childhood Family Education

# Minnesota Children's Museum

*Smart Play*

*Sparking children's learning through play*

10 West Seventh Street, St. Paul, MN 55102 • 651-225-6000 • [MCM.org](http://MCM.org)