

## **EXECUTIVE SUMMARY**

### **Recommendation to approve a change in the use of funds for a tourist tax Category C-2 grant to the Golisano Children's Museum of Naples in the amount of \$50,000**

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**OBJECTIVE:** To review and recommend a change in the intended use of a portion of the grant to the Children's Museum due to a scheduling change in the installation of one of the traveling exhibits.

**CONSIDERATIONS:** The Golisano Children's Museum of Naples was approved for an FY 12 tourist development tax Category C-2 grant in the amount of \$100,000. A portion of that grant was planned for the marketing of a traveling exhibit called "*Space Kidettes*." Due to a longer than expected timeline in design and fabrication of that exhibit, it will not be available as an exhibit in the new museum during the grant period.

C'mon Executive Director has requested a change in the use of that portion of the grant designated for the "Space Kidettes" exhibit per the attached memo. The new use of grant funds would be to promote an exhibit called, "*Super Kids Save the World!*" that the new museum will bring to Naples instead of "*Space Kidettes*." This is a national traveling exhibit developed by The Magic House – the St. Louis Children's Museum (one of the premier children's museums in the country) and is based on a best-selling book. Attached are some images of this traveling exhibit.

Staff believes that this new use of the TDC Category C-2 grant funds would be a big promotional asset to the new museum and assist in building attendance over the summer of 2012.

**FISCAL IMPACT:** There is no fiscal impact to this change in use of the Category C-2 grant funds for promoting exhibits in the new Children's Museum.

**GROWTH MANAGEMENT IMPACT:** There is no impact to the Growth Management Plan from this action.

**RECOMMENDATION:** Recommend a change in the use of up to \$50,000 of the approved Category C-2 tourist tax grant to the Golisano Children's Museum of Naples for the promotion of the exhibit "*Super Kids Save the World!*" which the new museum would bring to Naples instead of the exhibit "*Space Kidettes*."

**PREPARED BY:** Jack Wert, Tourism Director

**ATTACHMENTS:** Request letter from Joe Cox, C'mon Executive Director & drawings

January 16, 2012

Mr. Jack Wert, Tourism Director  
Collier County TDC  
2800 N. Horseshoe Drive  
Naples, FL 34104

Dear Jack,

Good talking to you regarding our TDC Grant. As we discussed, our traveling exhibit "*Space Kidettes*" will not be opening during the grant period due to a longer timeline than expected in design and fabrication.

We are proposing to bring an exhibit called, "*Super Kids Save the World!*" to Naples instead of "*Space Kidettes*". This is a national traveling exhibit developed by The Magic House – the St. Louis Children's Museum (one of the premier children's museums in the country) and is based on a best-selling book. I've attached some images of the exhibit.

The Golisano Children's Museum of Naples was awarded \$100,000 in the TDC 2011 – 2012 grant cycle to fund two traveling exhibits, "Space Kidettes" and "World Café". We would request that the \$50,000 allocated towards the promotion of "Space Kidette" be used to promote "Super Kids Save the World". All recognition outlined in the grant request would remain as promised.


Please let me know if you have any questions.

Best regards,

Joe Cox  
Executive Director  
Golisano Children's Museum of Naples  
PO Box 2423  
Naples, FL 34106  
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The mission of **The Golisano Children's Museum of Naples** is to provide an exciting, inspiring environment where children and their families play, learn and dream together.

 find us on Facebook



TRAVELING EXHIBIT  
INFORMATION



# IN THE HOUSE



George was keen to get on and save the world. He quickly ate his breakfast and tossed his leftovers in the trash can. "Slow down George" said Grandpa. "We might be able to use some of that again." "But it's trash" said George looking puzzled. "Aha" laughed Grandpa, "don't be too sure"

# BE AN EARTH-SAVING SUPER HERO!

Put on a cape and boots and take the **Super Kids Pledge**:

I promise to do my best to take care of my world!

Take the Super Kid pledge to take care of our world.



Don a Super Hero cape.



Pull on your  
Super Hero boots



# IN THE HOUSE



Prepare and pack a healthy lunch with re-usable containers.





Repair a broken toy car so it can be played with again.



Create bedding for the bunny cage from torn newspaper.



# IN THE GARDEN



Save energy by hanging clothes on a clothesline



"I don't have time to hang out washing," said George "I'm a world saving superhero, you know!" "EXACTLY", said Grandpa. "Saving electricity will help you save the world."





Turn the compost with a garden rake.



Pick fresh vegetables in the garden to take to the market.



# IN THE GARDEN





Make the rabbits comfortable with shredded paper bedding



Feed the rabbits carrots from the garden



# RE-USE CHARITY SHOP



The charity shop in town was such fun that George almost forgot he was saving the world. "Say goodbye to your old clothes and books!" said Grandpa. "But say hello to a fancy dress," said Flora..



Arrange the display windows with interesting re-used items



Try on funky clothes and see the result in the many mirrors



# RE-USE CHARITY SHOP



Make new clothes for a paper doll



Play music on record players, radios and cassette recorders



Produce greeting cards from a wide variety of recycled materials



Make music

Discover and play with a wide variety of cool toys and objects all through the charity shop





# RESEARCH LAB



Remember the four Rs.

**Reduce!** Use less of everything.

**Re-use!** Clean it up and use it again.

**Repair!** Fix it and use it again.

**Recycle!** Turn it into something else useful.





Use a microscope to identify algae from other microorganisms.



Activate a magnetic spinning mechanism to maximize the growth of algae



# RESEARCH LAB



Operate the levers to learn about solar power.



Turn a hand crank generator to experience the difference between incandescent and compact fluorescent light bulbs.



Pump algae water through a photo-reactor



Wear a lab coat just like a real scientist



Learn about the importance of algae in bio-fuel production by playing a fun virtual algae game



# RECYCLING CENTER



We can sort the rubbish for recycling, now," said Grandpa. "Oh Grandpa, this isn't what I mean by saving the world!" said George crossly. "Maybe not," said Grandpa. "But we're doing it for real." "For real?" said George. "Yes," said Grandpa, smiling, 'you've been saving the world all morning."



Take on the role of workers in a recycle center



# RECYCLING CENTER



Play a rapid-paced computer game to see who can sort recycled materials the fastest



Sort trash onto a conveyor belt system



Wear a hard hat and safety vest.



Drive a recycling truck.



# REDUCE FUEL STATION



We'll go into town now," said Grandpa. "But we haven't got the car today," said George. "So we'll cycle, which means we won't be wasting any –" "Gasoline?" said George. "Exactly," said Grandpa.

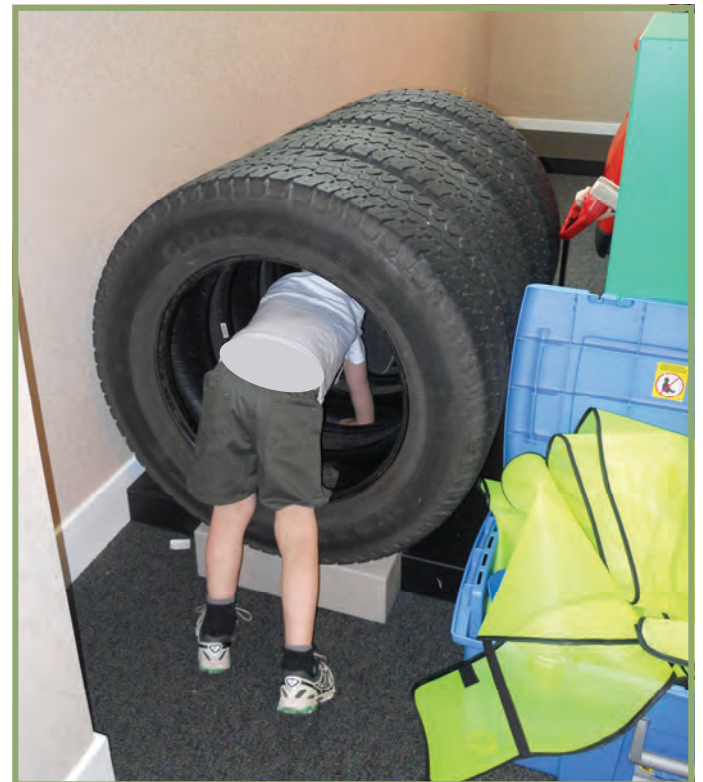




Clean the windshield with a homemade and safe cleaning product.



Climb through a tire tunnel from tires ready to be recycled.





# REDUCE FUEL STATION



Fill the tank with biofuel





Explore the convertible Smart Car





# FARMERS' MARKET



"Eating these strawberry tarts helps save the world too." said Grandpa.  
"Things you buy at a Farmer's Market are grown locally so they haven't had to travel thousands of miles using up gasoline all along the way. They're fresh, so they're better for you."



Sell fruits and vegetables in a local outdoor market.



Pick apples from a special tree.



Arrange baked goods, cheese and bread for sale under a colorful awning



# FARMERS' MARKET



Ride a bike to generate energy to power a streetlight.



Pick apples from a special tree.



Arrange the produce in the Farmer's Market