



# KID TIME DISCOVERY EXPERIENCE

Pioneering State-of-the-Art Early Education with Historic Revitalization

## REQUEST

\$2 MILLION APPROPRIATION FROM THE GENERAL FUND IN THE 2020 LEGISLATIVE SESSION

## TIMING

RELOCATING TO NEW FACILITY IN SPRING/SUMMER 2020

## KEY STATE INDICATORS

- Alignment with state goals around early childhood
- Preparing the region for new investment from the Student Success Act

## OVERVIEW

Kid Time Discovery Experience, a nonprofit agency in downtown Medford, provides early learning and educational experiences, family activities, interactive play, art and music, and licensed childcare/preschool to Southern Oregon families from all income levels. The program offers drop-in activities as well as structured preschool allowing families to engage in whatever level of service best fits their needs. The program provides full-time preschool slots for children ages 3 to 5 through Preschool Promise, plus full & part-time slots via sliding scale scholarships, and to private pay families.

Now, after 14 years at rental locations, with constrained outdoor play space fashioned through the repurposing of five parking spaces, Kid Time has an opportunity to relocate to a permanent home in the Historic Carnegie Library. Available with a 50 year, \$1 a year lease from the City of Medford, the new facility will provide new educational and preschool space, along with expansive outdoor learning opportunities on the surrounding grounds and nearby Alba Park. Preschool capacity will grow from 68 slots to 88 full-time slots, with the potential for new services to infants and toddlers.

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**“Kid Time is vital to the goals set out in Raise Up Oregon”**

Peter Buckley, Southern Oregon Success, Former Representative District 5



## Contact

Sunny Spicer, Executive Director • [Sunny@Kid-Time.org](mailto:Sunny@Kid-Time.org) • 541-944-6206 • [kid-time.org](http://kid-time.org)

## TOTAL PROJECT COST: \$9.5 Million

### ● \$3.6M City of Medford (Secured)

Building recently had over \$2M of renovations and upgrades including:

- New Windows
- New HVAC
- Asbestos Abatement
- Lighting & Electrical
- Flooring & Water Sealing

### ● \$2M State Funding (Requested)

### ● \$3.9M Community Contributions (Partially Secured)

- Grants
- Individual Donations/Pledges
- Corporate Sponsorships
- In-Kind Construction and Other Support



“We know that access to high quality early childhood education is a positive **game changer** for students, and **Kid Time's programs and offerings are among the best out there.** Having them work in our schools and in the Rogue Valley is a **point of pride for the Medford School District,** and we are honored to fully support their efforts, as they make the world better for kids!

-Dr. Bret Champion, Superintendent, Medford School District

## KEY REGIONAL OUTCOMES



### A New World Class Facility

The Historic Carnegie Library Building will be transformed in to a world class children's discovery experience, featuring indoor and outdoor activities and a full-service preschool.



### Community Partnerships

The new facility will serve as a hub for collaboration, engaging partners including the Medford School District, Family Nurturing Center, DHS, Rogue Valley Manor, home daycare providers, Rogue Valley YMCA, Southern Oregon Early Learning Services, and many other nonprofit organizations and business entities.



### Critical Preschool Services

In a region where only 20% of families are able to obtain child care/preschool, Kid Time's new facility will expand capacity and enable the organization to serve infants. Programming from the preschool will be available throughout the facility to all attendees, thereby providing components of a preschool education to children who could not otherwise afford a traditional preschool experience.



### Blighted Neighborhood

The new facility will be a center for positive family engagement in a neighborhood that experiences a broad spectrum of disparities, including homelessness, poverty, and addiction.



### Economic Development and Recruitment

Investment in a high-profile family institution is a critical link in southern Oregon's efforts to reinvent the local economy and to attract high caliber professionals to the region.



### Downtown Revitalization

The new Kid Time facility will anchor the south end of the historic downtown, transforming the iconic Carnegie Library and revitalizing a neglected urban park.



### Regional Attraction

The new facility is projected to see a 20% increase in visitors (now 85,625/year) the first year after relocation, and a conservative 3-5% annual growth in subsequent years. The indoor environment will provide a "smoke proof" attraction in inclement weather, an increasingly important option in wildfire-prone southern Oregon.



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## FUNDRAISING UPDATE

### ● City of Medford

*50 Year Lease of the Carnegie Building at \$1 per year  
Value: \$3,600,000*

### ● Community Donations to Date: As of 2/10/2020 \$1,550,000

Including:

- Secured Grants
- Community Donations & Pledges
- Business Sponsorships
- In-Kind Donations and In-Kind Construction



## PROJECT UPDATE - as of 2/10/2020

- Concept Designs- *Complete*
- Exhibit Designs- *Complete*
- First Floor/Preschool- *Construction Underway*
- Water System- *Upgrades Underway*
- Fence- *Installed*
- Plumbing Upgrades- *Underway*
- Fire Sprinkler Installation- *Underway*
- Structural Upgrades- *Underway*
- Historic Reviews - *Some Complete/Some Underway*



### Contact

Sunny Spicer, Executive Director • Sunny@Kid-Time.org • 541-944-6206 • kid-time.org



# Business Plan

# Table of Contents

1	Executive Summary.....	1
2	Project Overview.....	2
	2.1 History of Kid Time	
	2.2 Needs Statement	
	2.3 Current Project Background	
	2.4 Overview of Current Facilities	
	2.5 Proposed Move to Carnegie Building and Future Expansion	
3	Organization Overview.....	10
	3.1 Structure	
	3.2 Mission, Vision & Values	
	3.3 Objectives	
	3.4 Current Programs	
	3.5 Program Growth Plan	
4	Visitation, Programming, Preschool and Other Revenue.....	15
	4.2 Admission Rates	
	4.3 Membership	
	4.4 Programming	
	4.5 Preschool	
	4.6 Partners	
	4.7 School Groups and Home Schooling	
5	Operations.....	17
	5.1 Staff	
	5.2 Board of Directors	
	5.3 Building Committee	
	5.4 Development Committee	
	5.5 Parent/Community Advisory Committee	
6	Marketing and Development.....	22
	6.1 Capital Campaign	
	6.2 Ongoing Marketing & Development	
7	Financial Projections and Funding Sources.....	26
	7.1 Financial Projections	
	7.2 Earned Revenues	
	7.3 Contributed Revenues	
	7.4 Expenses	
8	Letters of Support .....	28

The proposed community project is a partnership between the City of Medford and Kid Time Discovery Experience. The project utilizes the city owned Carnegie Library Building and surrounding grounds to house and expand current Kid Time programs creating a prominent, world class, collaborative, indoor/outdoor child development and family education center in Downtown Medford.



Many communities select family educational and recreational resources as anchor projects to revitalize distressed neighborhoods. Kid Time will bring much needed early learning/preschool programs, family activities, arts programs, and collaborative educational and community resources. Currently, Jackson County has the capacity to serve just 20% of children under 5 with preschool/childcare and has the 3rd worst rate of homeless children in the state. It is essential to increase access to affordable early childhood opportunities to end the intergenerational cycle of poverty. This project accomplishes that in a variety of ways.

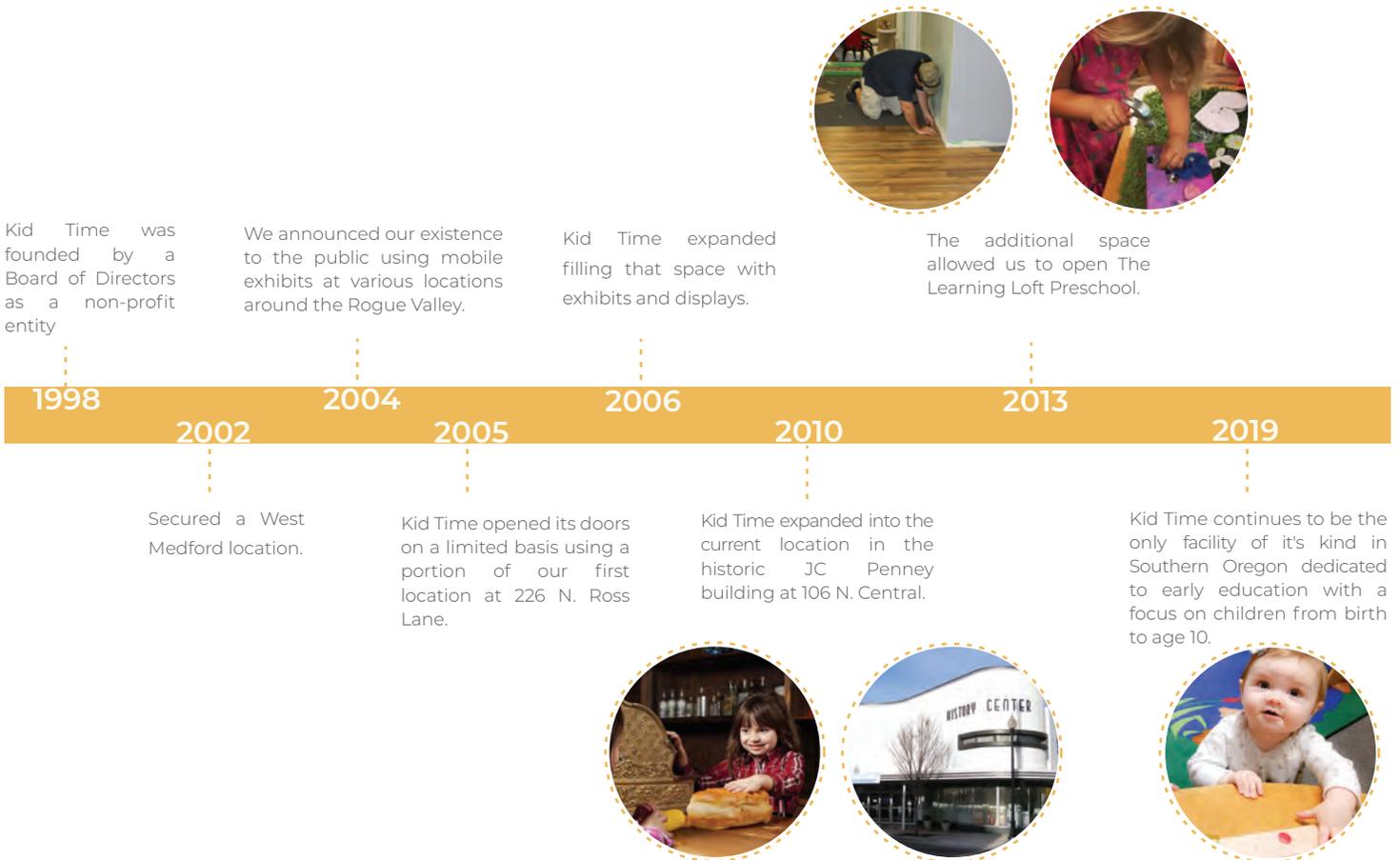
We are building long-term partnerships that will bring permanent resource to the citizens of Medford. Decades of research supports the positive change this kind of effort can offer a community including:

- Downtown revitalization
- Increasing access to youth & education programs
- Creating a sought-after travel destination
- Improved graduation rates
- Decreased crime
- Workforce & economic development
- Cost savings & service collaboration
- Enhanced cultural and recreational opportunities
- **100,000+ Annual visitors to downtown Medford**



### 2.1 History of Kid Time

Created in 1998, Kid Time operated as an “activity center without walls” until opening its first location in 2005. Seeking a more central location, Kid Time relocated in 2011 to downtown Medford to expand on its commitment to Rogue Valley children and families as well as other service providers located in West Medford. In 2013, the Learning Loft at Kid Time opened as a new, in-house tuition-based preschool program that grew in 2014 to become a fully licensed preschool. The Learning Loft serves families with a much-needed preschool program while providing a new revenue stream for Kid Time. In 2015, drop-in instructional programs were expanded to 7 days a week, providing a unique early learning resource to those who otherwise could not access traditional preschool. At present, Kid Time has a loyal following of families, a strong network of partners, the respect of regional funders, and a reputation for providing high quality programs. We have the second highest attendance in Oregon for a learning center of our kind.



### 2.2 Needs Statement and Target Market

Kid Time is a vibrant hub where people of different generations, socio-economic backgrounds, and varying abilities come together for meaningful learning and social experiences. Kid Time provides critical educational and nurturing opportunities during the formative years that develop essential foundational skills, spark creativity, foster curiosity and build future success. Kid Time differs from most children’s discovery experiences, in that we act as a social service organization as well as a play attraction. Our unique model allows us to pull programming from our preschool and make it available throughout the facility to all attendees, thereby providing components of a preschool education to children who could not otherwise afford a traditional preschool experience.

## Local Demographics:

- The population of children ages birth to six years in Jackson and Josephine Counties is 19,075. (U.S. Census Bureau, American Fact Finder 2012-2016 American Community Survey 5-Year Estimates for Jackson and Josephine Counties). Jackson County alone has 12,186 children under the age of 5, and 45,245 under the age of 17. (Children First County Data Book 2019)
- 17,133 children in this age group are determined to be furthest from opportunity due to conditions of poverty, abuse, neglect, and other challenges. (Oregon DHS SNAP Data 2016)
- Jackson and Josephine Counties rank 34th and 35th worst, respectively, out of 36 in terms of Oregon counties with the most homeless students. The child poverty rate in Jackson County is 21% and 26% in Josephine County. (Children First for Oregon County Data Book, Jackson and Josephine Counties, 2019)
- Only 20% of children 0-5 in Southern Oregon have access to preschool (Oregon State University 2018)
- Percent of Eligible Children Served in Oregon Programs (State level data provided by Children's Institute 2018):

Early Head Start 9%

Home visiting 15%

Child Care subsidy 16%

Head Start, Oregon Pre-K & Preschool Promise 36%

## Reasons:

- Waitlists for subsidized programs are long
- Many programs have low student turnover and, therefore, fewer openings
- Oregon's minimum wage has increased to the point of raising families out of the 100% Federal Poverty Guideline but not high enough to be able to pay for child care or preschool. This fact is resulting in program openings that cannot be filled.

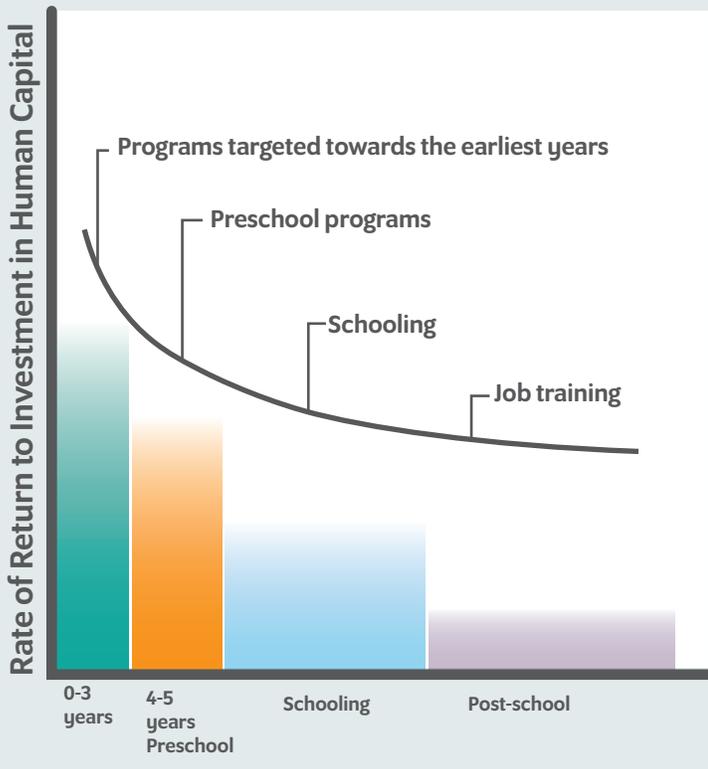
Kid Time provides early learning programs and a preschool experience that incorporates the child and parent/caregiver, a service no other local organization is delivering as efficiently or effectively. We know our model works because of the rapid growth of Kid Time program popularity, and the results of developmental and academic evaluations. While traditional preschool programs like our Learning Loft are essential, they aren't feasible for all.

By taking the curriculum and activities available in our Learning Loft Preschool, and making them available on a drop-in basis through our Kid Time Educational Programs, Kid Time reaches thousands of children in our community who otherwise would have no access to early childhood education:

- there is a decrease in the number of school dropouts and an increase in graduation rates
- parents/caregivers can engage with their children in the learning process
- parents/caregivers learn important tools to take the learning experience home
- many children can be served at a fraction of the cost
- more children are ready for school and ready to learn
- there is a decreased need for remedial efforts
- there is a decrease in crime spending over the long term



## RATES OF RETURN TO HUMAN CAPITAL INVESTMENT AT DIFFERENT AGES



SOURCE: J.J. Heckman, "Skill formation and the economics of investing in disadvantaged children." *Science*, 312 (5782):1900-2, (June 20016)



INVESTED IN EARLY CHILDHOOD YIELDS A **\$16 RETURN**

### ^ INCREASED

- High School Graduation
- College Matriculation
- Economic Development & Personal Income

### ✓ DECREASED

- Special Education Remediation
- Dependence of Social Welfare
- Crime-related Costs & Incarceration Rate

### Early Childhood is a **Public Health Concern**

According to the CDC Policy & Strategy Office, childhood development is an important determinant of health over a person's lifetime. Early developmental opportunities can provide a foundation for children's academic success, health, and general well-being. Preschool-aged children experience profound biological brain development and achieve 90 percent of their adult brain volume by age 6. This physiological growth allows children to develop functional skills related to information processing, comprehension, language, emotional regulation, and motor skills. Experiences during early childhood affect the structural development of the brain and the neurobiological pathways that determine a child's functional development.

Positive experiences support children's cognitive, social, emotional, and physical development, and conversely, adverse experiences can hinder it. Additionally, strong associations have been found between the biological effects of adverse early childhood experiences and numerous adult diseases, including coronary artery disease, chronic pulmonary disease, and cancer.

Children in low-income families often are exposed to more adverse early childhood experiences and environmental factors that delay or compromise their development and place them at a disadvantage for healthy growth and school readiness. In the United States, 15.5 million children (21%) lived in families with incomes below 100% Federal Poverty Level in 2010. Also in 2010, less than half of children in families in the lowest income quartile were enrolled in center-based early childhood education programs.

## What is the evidence of health impact and cost effectiveness?

Early childhood education (ECE) interventions can improve children's development and act as a protective factor against the future onset of adult disease and disability. ECE can counteract the disadvantage some children experience, improve their social and cognitive development, and provide them with an equal opportunity to achieve school readiness, and lifelong employment, income, and health. Systematic reviews of studies examining the effects of three types of center-based ECE programs, found that they were associated with:

- Improved cognitive development
- Improved emotional development
- Improved self-regulation
- Improved academic achievement



ECE benefit estimates, both short- and long-term, included some or all of the following major components:

- Increases in maternal employment and income
- Reductions in crime, welfare dependency, and child abuse and neglect
- Savings from reduced grade retention
- Savings in health care costs
- Savings in remedial education and child care costs
- Improvement in health outcomes associated with education
- Earnings gains associated with high school graduation
- Better jobs and higher earnings throughout employment years for children participating in these programs



Additional studies have found that ECE is associated with other positive health effects, including healthier weight (such as fewer underweight, overweight, and obese children).

A recent systematic economic review found that the economic benefits exceed costs for different types of ECE programs. Based on earnings gains alone, the benefit-to-cost ratios ranged from:

- 3.06:1 to 5.19:1 for State and District programs
- 1.58:1 to 2.51:1 for Federal Head Start programs
- 1.76:1 to 4.39:1 for model programs

The rate of return on investment was much higher when all benefit components including earnings gains were considered. For model programs, based on total benefits, the return on every dollar invested was:

- \$2.49 for the Abecedarian program
- \$8.60 for the Perry Preschool
- \$10.83 for Chicago Child-Parent Center

## 2.3 Current Project Background

Kid Time is an integral part of the Southern Oregon community. We partner with numerous organizations serving children facing high risk conditions and adverse childhood experiences (DHS, Family Nurturing Center, OnTrack, Rose Circle, etc.). We are also well known in the community as a resource for the many families that otherwise fall through the cracks. For at-risk families, it is an oasis to spend time when they are struggling with housing, a place to create a sense of normalcy for their children and allow for positive social support while they are transitioning through difficult economic circumstances, and offers a safe location to play or engage in visitation with their parents for families with challenging social dynamics.

In addition to offering a social support network for the community, Kid Time also functions as a world class education center for all children in the community. Families of all backgrounds take joy in having a bright, fun, safe place to engage with their children with high level programming and exceptional learning exhibits and interactive experiences. We also function as a destination location for traveling families, thereby bringing family tourism to downtown Medford. Open 7 days a week, Kid Time is the only resource of its kind readily available to all, offering early learning activities (music, art therapy, movement, literacy) taught by highly trained educators; family mentoring; parent education; a quality learning environment; and family engagement, all available for pennies a day.

## 2.4 Overview of Current Facilities at 106 N. Central Ave., Medford OR 97501

Kid Time's current facility at 106 N. Central Ave. is comprised of 19,500 square feet which includes:



### 16 Interactive Hands-on Exhibits

based on imaginative play which promote family interaction and build essential skills



### Instructed Program Space

- 950 sq. ft. gross motor designated area
- 750 sq. ft. creative arts classroom
- 300 sq. ft. STEM classroom
- 300 sq. ft. multi-purpose room



### 4 Preschool Classrooms

allowing for full-time enrollment of 68 students

Additionally, because of our lack of outdoor space we currently lease 5 parking spaces from the City of Medford in the lot at the corner of 5th and Central Ave. We have turned that 600 square foot area into outdoor play space capable of serving 17 children at a time.

## 2.5 Move to Carnegie Building



The City of Medford has awarded Kid Time a 50 year lease on the Carnegie Building. The annual lease payment is \$1 per year and the City has valued the remaining amount of that lease at \$3.6M for the first 25 years. Concept design work began in November of 2018, and renovations began in May 2019. Kid Time will continue operations in the current facility through the Summer of 2020.

There are a number of deferred maintenance issues with the Carnegie Building, including a roof repair and long neglected masonry work. Current estimates to address the most urgent needs are:

- Flat Roof Replacement - \$32,400 (immediate, or minimal deferment with some patching)
- Composition Roof Replacement - \$24,000 (5 years left on current roof)
- Tooling and Sealing of Exterior Masonry - \$55,000

Kid Time will address these above maintenance issues during the first 5 years.





The Historic Carnegie Library Building will be transformed into a world class children's discovery experience, featuring indoor and outdoor activities and a full service preschool. The proposed facility will help drive local tourism, revive the down-town core, drive economic development at numerous levels through investments in early learning and as an efficient community resource, and provide a much needed family destination.

At 15,700 square feet the Carnegie Building offers less indoor space than Kid Time's current facility but also offers expansive outdoor areas which Kid Time currently lacks. The grounds around the Carnegie building would allow for new and exciting multi-sensory activity opportunities. To efficiently utilize the new location we plan to use indoor and outdoor spaces in two phases as follows:



**Indoor, Upper Level:**

- Interactive Exhibits sponsored by community and business partners, featuring numerous learn through play opportunities
- Children's Literacy Corner
- Creative Arts and Reggio Learning Center
- STEM Program Classroom
- Music and Movement Center

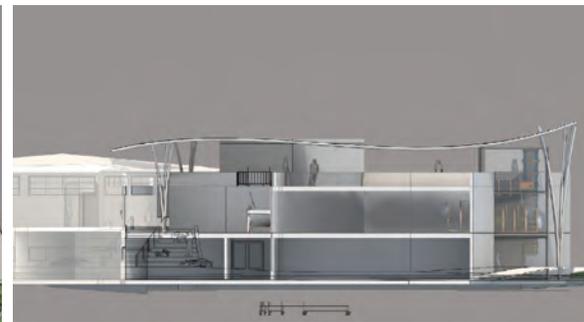
**Indoor, Lower Level:**

- 5 Reggio-inspired classrooms
- 87 full-time enrollment opportunities, or a combination of full/part-time (a 27% increase in capacity from our current location)
- Demonstration Food Preparation Area

### Outdoor Area:

- Close Ivy Street to through traffic and work with City to design plan for additional parking
- Fence preschool outdoor playspace to meet state regulations and incorporate natural playground features (grass mounds for climbing, logs, and boulders, etc).
- Fence outdoor play space, paying careful attention to child safety while also respecting the historic visual appeal of the property. The play space will focus on multi-sensory learning, gardens, natural play-scapes, art and water features.

### Building Expansion Phase: Family Learning & Child Development



The addition - a Family Learning and Child Development Center, will meet the guidelines set forth by the Historic Commission, and will be easily distinguished from the original Carnegie Library building. We anticipate the final design being 2-3 stories constructed to meet the needs of the community for several decades. The addition will include:

- New program space
- Music department
- Teaching kitchen
- Meeting and office space
- Preschool and community resource center
- Roof top program and events area
- Multi-purpose community meeting/education room
- New elevator and entrance (allowing original Carnegie Library entryway to be restored)
- Additional exhibit space including:
  - Traveling exhibits
  - Water play area

Once construction is complete the outdoor space will be enhanced to include additional natural play-scapes, outdoor learning centers, family gathering places, art installations and more.

### 3.1 Organizational Structure

Kid Time is a nonprofit 501©3 organization. The legal name of the entity is the Rogue Valley Children’s Discovery Museum. It is governed by a board of directors that meets monthly, with an Executive Director, Sunny Spicer, running daily operations.

Kid Time is not a membership organization. While families do purchase “memberships”, these memberships are a sales tool that grants them unlimited admission to the facility for a period of time, and not official membership to any voting organization.

### 3.2 Vision, Mission, and Values

Kid Time’s vision is that all children have access to the opportunities they need to be happy and healthy; to thrive.

Kid Time’s mission is to encourage and empower all children to learn and grow through creative play. We pursue that mission while relying on our core values of creativity, caring, community and respect.



### 3.3 5 Year Strategic Objectives

Kid Time’s goals for the next 5 years include:

- Expanding community awareness and outreach
- Improving and expanding programs and exhibits
- Expanding community partnerships
- Partnering with the City of Medford to meet Kid Time’s needs including:
  - assure a sufficient, desirable, and permanent location for Kid Time exhibits and programs as well as The Learning Loft preschool classes operated through Kid Time
  - Create an expanded outdoor space for year round programming
  - Offer organizational cost savings and enhanced service collaboration
- Partnering with the City of Medford to meet Medford’s needs including:
  - Downtown revitalization
  - Improved graduation rates
  - Decreased crime
  - Homeless population relocation
  - Workforce and economic development
  - Cultural and recreational opportunities
  - A financially stable and responsible tenant in the historic Carnegie Library building, a much-loved and respected community gem
  - An additional tourist attraction in the heart of downtown
  - Community meeting space

### 3.4 Program Specifics

Kid Time exists to serve an important community need during a time when it is most effective and cost efficient – while the child’s brain is still developing.

Building upon what is already in place, Kid Time will become the destination in Medford for family learning, early child-hood development, educational recreation, economic development, and arts and culture, all in one convenient downtown location.

#### Children’s Discovery Experience



Kid Time’s hands-on exhibits offer children and families a way to learn about the world through interactive play. The new facility will offer more opportunities for local businesses to engage with the community and participate in the education process by representing their industry in a playful, child-friendly environment. Exhibits will be expertly designed, multi-sensory, and full of wonder, and amazement for all.

In the new facility, exhibits will continue the emphasis on early childhood development, but will also offer a new layer of engagement for older children. Considerable community feedback has shown the need for families with children of varying ages to be able to participate together. Older children have also expressed a desire to continue their Kid Time experience.

Once in the new facility Kid Time will continue its relationship with the Medford School District whose exhibit will allow parents to learn:

- which school their child will attend in kindergarten
- important upcoming registration dates
- how to use Kid Time for kindergarten readiness
- how best prepare their child and family for the transition into kindergarten

Kid Time’s exhibits are not just fun; They offer a vital learning and development experience not found elsewhere locally. As family members become more isolated from each other due to smartphones and increased screen time, the need for multi-sensory interaction, social-emotional growth, creative discovery, and educational exploration – all in a rich learning environment – increases, and becomes even more essential to future success and a thriving economy.

## Learning Loft Preschool



The Learning Loft Preschool is a full-time, Reggio-Emilia inspired preschool that has received the highest quality rating awarded by the state, among many other accolades. The preschool serves children from all socio-economic backgrounds, and all levels of learning abilities.

We anticipate continuing to offer approximately 50% of all our enrollment opportunities through Preschool Promise, a state funded program that allows families at or below 200% of the federal poverty level to participate in the program at no cost. Preschool Promise differs from HeadStart which requires families to be at or below 100% of the poverty level. The distinction is important in that Preschool Promise reaches many working families who don't qualify for HeadStart. Additionally, the fact that The Learning Loft at Kid Time is - and will continue to be - located downtown makes it convenient for many parents working in the vicinity. Additional enrollments include private pay students and those assisted through scholarships (grant or donation funded) or other collaborative efforts like Early Intervention.

The new location will allow us to increase the size of our preschool by 20 full time enrollments in the initial phase, including an infant/toddler program. Once the expansion is complete, 40 more full-time enrollments will be available.

### Partnerships/Bus Program

Many organizations use the Kid Time facility to provide activities for the families they serve. Because Kid Time does not feel like an "agency" it is easy to get high levels of participation. Partnering organizations use Kid Time for play groups, parent education classes, to increase parent/child interaction or improve bonding, decrease the effects of adverse childhood experiences, etc.

To better serve the community the planned Carnegie Library expansion will include a multi-purpose meeting and education space that will be available to partners during and after hours.

Another successful program that will expand upon relocation is the Kid Time Bus Program. Children currently in home daycare facilities, or other situations where the educational opportunities could be improved upon, are brought to Kid Time in the Kid Time bus to participate in drop-in programs. The children get quality educational experiences while their caregivers receive mentoring and professional development from Kid Time instructors to help improve the activities they provide on a daily basis. With additional program space and designated bus parking, this program will have the opportunity to expand. We already know the need is there: We have the capacity to serve 12 providers and approximately 150 children and have an extensive waitlist.

## Drop-in Educational Programs

Because nearly 70% of the children in our community are unable to access traditional preschool Kid Time works to provide an alternative that will give them quality learning experiences without the obstacles that prevent participation. Our drop-in educational programs feature the same curriculum, educational standards, teaching tools, and many of the same educators found in our preschool.

Our drop in educational programs currently have a participation rate of 3,000 – 4,000 participants per month, representing on average 800-1,100 children. Whereas full-time preschool comes with a hefty price tag (\$1,040 per month), families engaging in drop-in programs can do so for less than \$10 per month. Many classes are offered in both English and Spanish since Latino families make up a marked percentage of those who cannot access traditional preschool.

Kid Time programs frequently utilize volunteer groups, including those from the Rogue Valley Manor, the Valley School, various local high schools, and community volunteers. Upon relocation we expect to capitalize on the visibility and convenient location and expand volunteer recruiting efforts and opportunities.

Kid Time programs target our core age group of children, birth through 6 years, and their parents/caregivers while also allowing room for improvisation should slightly older children attend. Program instructors play to the children while also modeling behaviors for parents/caregivers. Program calendars are distributed monthly and all activities are free with paid/scholarshipped admission. Examples include (but are not limited to):



Art Room



Sound Painting



Art History

- **Art Room** – The Kid Time Art Room is a magical place in which kids are encouraged to explore, imagine, get creative and make a mess. We don't believe in requiring kids to color inside the lines so you'll find no coloring books in our art materials. What you will find is a wide and often unusual assortment of tools, like fly swatters, potato mashers, tall grasses and reeds, and catapults for kids to paint with, and “provocations” and instructor questions designed to get kids thinking outside the box. Art Room is by far our most popular program seeing between 3,000 and 4,000 visitors a month.

The Art Room is also host to a couple other programs including:

- **Sound Painting** – A musician, frequently from The Manor, plays live music (usually violin or guitar) while kids paint and the instructor asks provocative questions like, “What does loud look like?” and “What color is a slow tempo?” Kids learn to visually represent what they hear.
- **Art History** – A look back at some of the defining artists and eras in history. Kids get to create in the style of the artist(s) they learn about that day.



Super Hero Training



Bilingual PE



Master Builder



Music Time

- **Super Hero Training** – is a gross motors skills class that emphasizes physical activity and being a good citizen. Children don their favorite super hero capes and run the “city scape” of obstacles.

Other similar classes include:

- Bilingual PE
- Super Hero Yoga
- Ninja Academy

- **Music Time** – our professionally trained musician/program director offers a number of age-appropriate music classes that introduce children to the brain-building wonders of music.

- **Master Builder** – an entire room dedicated to building masterful creations with Legos. Promotes social skills, problem solving, creativity and parent/child engagement.

- Other program examples:

Alchemy \* Read & Create \* Play-n-Learn Play Groups \* Bilingual Family Craft Time \* Bilingual Craft Time \* Have No Fear, We're Engineers

### 3.5 Educational Program Growth Plan

The planned addition will include specific spaces designed to meet the needs of educational programs. With participation rates rapidly growing, the need has outpaced the capabilities of our current location. The new areas allocated will be flexible, and designed to incorporate storage space for educational materials as well as handle the needs of both early childhood and school age children. We anticipate up to a 50% growth in participation.

New opportunities will include:

- Enhanced music & performing arts department
- STEM Education
- Larger art & creativity room
- Teaching kitchen and gardens
- Business Collaborative (Introduce industry and career opportunities)

## 4.1 Visitation

Kid Time attendance often fluctuates with the weather. The addition of outdoor installations will increase attendance during nicer weather (a time that is often slower for Pacific NW children's Organizations while increasing educational opportunities. Kid Time is an essential location in inclement weather including high heat and hazardous smoke conditions for families in our region. It is one of the few early learning, family centered daily use facilities in the region for children and families to have reprieve from these climatic conditions.

Visitation at Kid Time has been steadily increasing thanks to the addition of drop-in programs and an ever-changing roster of exhibits. In 2017 Kid Time had 85,625 visitors (including preschool students).

Based on the experience of similar organizations we estimate a 20% increase in visitation the first year after relocation, and a conservative 3-5% annual growth in subsequent years. Additional "bumps" in visitation can be expected with the installation of special exhibits, events, or program enhancements.

Of those who visit, approximately half require some sort of financial assistance through membership scholarships, tuition assistance, government funded preschool program for families at risk, one of our many partnerships with community social service programs, or other measures to serve families in need. This effort will continue in the new location as we strive to serve those most vulnerable in an area of Medford most populated with children at risk.

## 4.2 Admission Rates

Regular admission ticket prices are as follows:

- FREE for children up to 1-year old
- \$10 per child 1 - 12 years old
- \$6 per adult

Kid Time admission rates tend to increase modestly about every 4-5 years. We have no plans to increase prices at the time of relocation or within the first few years.

## 4.3 Membership

Should a family visit, pay full admission, and fall in love with Kid Time, they can apply the full cost of their admission to a membership as long as they purchase the membership the same day. Memberships prices are as follows:

- \$45 for a 3-month membership
- \$75 for a 6-month membership
- \$105 for a 1-year membership

Memberships allow a family of 4 (2 adults, 2 children) free entry to the Kid Time, any time it's open. Additional family members can be added to a membership for a small fee.

We understand that admission prices may be cost prohibitive to many in our target demographic, therefore we offer generous reduced cost memberships and scholarships. Approximately half of the families we serve receive some sort of scholarship.

In 2018 Kid Time sold 2,290 family memberships representing approximately 1,650 families

- 1,133 3 month memberships
- 166 6 month memberships
- 448 12 month memberships
- 543 6 month scholarship memberships

Upon relocation we anticipate steady growth in these numbers: initially a 20% increase followed by 3-5% growth in subsequent years based on population trends. We will continue to provide scholarships and financial assistance to those in need, as serving ALL children is a priority, regardless of their ability to pay.

To encourage membership we will also implement:

- Corporate membership opportunities for business partners
- Homeschool membership programs
- Enhanced nonprofit organization partnerships with (but not limited to) the following:
  - Medford School District
  - YMCA
  - Early Intervention
  - Jackson Care Connect & AllCare
  - Kids Unlimited
  - Family Nurturing Center Outreach Program
  - LISTO
  - HeadStart
  - DHS
  - Southern Oregon Early Learning Services

#### 4.4 Paid Programming

While most Kid Time programs are free with paid admission, we also offer expanded programming in the form of summer camps. Camps run 3 days a week, are built around a theme, and cost \$75 per camper.

Summer Camp Revenue will increase with additional indoor and outdoor space. We anticipate running 10 weeks of camps, with a combination of half and full day camps, and the addition of camps for older age groups.

The new and expanded facility will also create additional opportunities for paid workshops, winter/spring break camps and other revenue generating activities.

#### 4.5 Preschool

The Learning Loft Preschool currently has 68 full-time enrollment opportunities. With a mixture of full and part-time students The Learning Loft currently serves 102 children and is at full capacity. We also have a waitlist for the next school year consisting of 47 families. That number doesn't include at least 40 families expecting to return after this year. It is unlikely that we'll be able to serve all of those currently on the waitlist.

Upon relocation we will have the capacity to serve 80 full time enrollments (an increase of 12) and expect at least 60% of all children to receive financial help.

As a high quality, 5 star program, our fees are comparable to other 5 star programs, but higher than lower rated programs. Our tuition prices reflect the education and training required from our teachers, the curriculum and quality of materials we use, our food program which provides included daily lunch and snack for all students, the added music program, etc. Full-time, 5 day per week preschool currently costs \$1,040 per month for the 10 month school year. Part-time schedules range from \$250 a month for a 2 day half-day program and go up from there.

## 4.6 Partners

Kid Time partners with many local organizations serving children and families, as well as regional and national organizations to bring best practices and unique resources to our community. Kid Time is an organization built \*by\* the community, \*for\* the community and, as such, it reflects the industries, resources, and opportunities found here while striving to meet the needs of a diverse population.

We have partners that rely on us to provide support services, professional development, and of course a welcoming facility. We have partners that provide many resources to us and make our efforts possible. We are a collaborative entity and will continue to build new partnerships while nurturing our current ones to create destination we can all be proud of.

Partners include but are not limited to:

- Rogue Credit Union
- Family Nurturing Center
- JB Steel
- Rogue Valley YMCA
- Rogue Community College
- Oregon Early Learning Division
- Jackson Care Connect
- DHS
- Central Point Family Dentistry
- Oregon Community Foundation
- LISTO
- AllCare
- Medford School District 549C
- Southern Oregon Early Learning Services
- WinterSpring Center for Loss & Grief
- Child Care Resource Network
- Douglas ESD Early Intervention Services

## 4.7 School Groups and Home Schooling

Kid Time is a frequent destination for field trips and home schooling groups. With the relocation, plans will be made to expand on these opportunities using new program and classroom space and enhanced coordination with school district curriculum.

Kid Time is fortunate to have a team of experienced personnel, including highly qualified educators, to manage the organization, facilitate programs, educate, and provide community outreach.

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### 5 Operations

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## 5.1 Staff



Sunny Spicer  
Executive Director



Kevin Bendaw  
Director of  
Advancement



Britt Zimmerman  
Director of  
Education



Connor Reese  
Program Director



Pam Mein  
Finance Manager



Ed Grant  
Facilities and  
Exhibit Manager

- **Sunny Spicer** has been the Executive Director of Kid Time for 17 years, and lead the organization from a concept to what is now - the second largest children's museum in the Oregon. She is responsible for leadership and administration, strategic planning, board management, major grants, staffing, budgeting, early childhood advocacy and more. Sunny has BS in Human Communication with a minor Business Administration from Southern Oregon University. She is active in NW Youth Museum Association, a member of the Medford Rogue Rotary Club, the Southern Oregon Early Learning Services Regional Advisory Council, and other regional efforts dedicated to early childhood and family services. She is a former foster parent and the mother of 3 children.
  
- **Brittain Zimmerman** is the Director of Education. She is responsible for all curriculum development and secured the 5 Star rating for Kid Time's Learning Loft Preschool from the State of Oregon Quality Rating Improvement System (QRIS). Brittain is leads all family support programs within the preschool and manages staff development. She has a degree in Early Childhood Development and 12 years of experience a Director in an early childhood center. She is a advocate for early learning that has directly worked with state leadership and decision makers. She is a mentor and educator for professionals in the field of Early Childhood. Brittain is also the mother of two young sons.
  
- **Kevin Bendaw** is a professional development director who connects the southern Oregon community with Kid Time Children's Museum. Kevin has achieved success with well-established companies such as the Oregon Shakespeare Festival, Children's Miracle Network and Asante Foundation. After spending more than 12 years in development with various enterprises, Kevin understands what drives donors and how to raise charity awareness effectively for optimum community support. He utilizes a development plan while working closely with donors, both corporate and individuals. Kevin utilizes personal connectivity to demonstrate accountability of donations made at Kid Time Children's Museum. Kevin attended Southern Oregon University in Ashland, OR and he is currently working toward his Certified Fund Raising Executive (C.F.R.E.) certification.
  
- **Connor Reese** is the Director of Programs. Growing up in the hamlet of Pearl River, NY, Connor spent most of his youth playing with neighborhood friends and helping with his mother's at home daycare. There, he was exposed to the techniques and tricks needed to work with children. With an interest in music, he decided to pursue this in his college career. After graduating from Berklee College of Music, where he earned a degree in Professional Music, he put his studies to work, traveling across the country to Medford, OR, where he started his AmeriCorps position at Kid Time Children's Museum. As Kid Time's "Program Ninja", he helped develop the program curriculum to what it is today, introducing music, creativity and wonder in an easily accessible format for anyone who enters Kid Time.
  
- **Pam Mein** is the Finance Manager and is responsible for accounting, reporting, payroll and working with the Board Treasurer/Finance Committee. Pam holds a Bachelors of Science in Accounting Management with a concentration in Public Auditing. She is a Licensed Tax Practitioner, a member of Oregon Association of Tax Consultants (OATC) and Oregon Society of Tax Consultants (OSTC), a member of the Institute of Certified Bookkeepers (ICBUSA), had 40 years of Accounting experience in banking and private business. Pam worked for 10 years in the Josephine County Tax/Treasurer office and two years in the Health Department as Accounting Technician/Budget Specialist, was Chief Financial Officer at Morrisons Lodge, and Served as Treasurer of AFSCME. For the past 10 years served as a Director on the Board of Green Mountain Ministries
  
- **Ed Grant** has been the Director of Exhibits and Facilities for 10 years. He is responsible for all facility maintenance and the construction of exhibits. He has an extensive background in construction (foundations, framing, finishing, flooring & painting) and project management. Additionally, he over a decade of experience in welding, building molds, and fiberglass work. He is married and the father of 6 with 7 grandchildren.

The remaining staff includes:

- **10 Preschool Teachers**– Preschool teachers are responsible for teaching classes in the Learning Loft Preschool. Lead teachers have at least a Bachelor’s degree, some have Master’s degrees and both lead and assistant teachers go through extensive annual training to incorporate best practices and the highest quality educational experiences for students. Preschool Teachers also teach at least one drop-in program per week to make available the quality learning experiences found in the preschool to those who otherwise wouldn’t have access.
- **3 Teaching Aides**– Teaching aids provide support in the Learning Loft Preschool
- **5 Program Teachers**– Program teachers teach a wide variety of classes (see above) designed to enhance social emotional development, cognitive development, school readiness, fine and gross motor skills, and more. Instructors provide resources, assist parents/-caregivers with a variety of questions and concerns, and help model skills and useful approaches to challenges.
- **1 Bilingual Educator**– Our Bilingual Educator is tasked with the same duties as program teachers but teaches in both English and Spanish, providing a much needed service to local Latino families hesitant to seek out traditional preschool and declining to participate in HeadStart in recent years.
- **4 Guest Services Associates**– These staff members help monitor the safety of guests, provide resources, manage check-in and paperwork, and maintain a happy environment suitable for the learning-through-play process.
- **1 Facilities Assistant**– The Facilities Assistant provides maintenance and janitorial services throughout the building, keeping activities clean and orderly.
- **1 Bus Driver**– The Bus Driver transports children participating in the Bus Program to and from other partnering entities to participate in our educational programs.

Upon moving to the new facility, with the expanded growth, we anticipate adding up to 18 new positions within five years.

## 5.2 Board of Directors

The Kid Time Board of Directors is comprised of the following:

- President: Eric Dames, Attorney
- Vice President: Alicia Welder, M.D., Emergency Medicine, Asante Rogue Regional Medical Center
- Secretary/Treasurer: Sharon Schaefer, retired RN
- Andy Batzer, President, J.B. Steel
- Jeremy Markiewicz, Chief Deputy District Attorney of Jackson County
- Maggie Mayers, Non-profit professional,
- Sally Densmore, Retired Insurance Agent
- Amanda Olson, PT, Physical Therapist
- Paula Hyatt, Finance Specialist, Ashland Budget Committee

- **Eric Dames** is currently serving as President of the Board of Directors for Kid Time! Discovery Experience. Mr. Dames has a Bachelor of Arts in Political Science from the University of Oregon and a Juris Doctorate from William Mitchell College of Law. After serving as a criminal trial prosecutor for more than eight years, Mr. Dames, took leave from the practice of law to be the stay-at-home parent for his three children; while his spouse works as a physician in a women's health medical practice. From his time prosecuting drug, alcohol and domestic violence crimes, Mr. Dames has seen firsthand how strong investments in early childhood intervention and early childhood education generate measurable reductions in crime, poverty, and substance abuse.
- **Dr. Alicia Welder** is currently serving as the Vice President of the Board of Directors and Co-Chair of the Capital Campaign Committee. She is an Emergency Medicine Physician who additionally holds a B.S. in Molecular Biology and Biotechnology, B.A. in English Literature, M.N.S in Infectious Disease, Policy and Ethics, and M.A. in Medical Sciences. She has lived in Southern Oregon for the last four years with her husband Dr. Jeffrey Welder and her two young daughters. She is passionate about early childhood education with a particular focus on fostering a love for the outdoors.
- **Andy Batzer** is one of the founding board members of Kid Time and is committed to its success. He presently serves on the building and maintenance committee and capital campaign committee. Andy is President of JB Steel Inc, a family owned commercial general contractor that operates in 5 western states, providing construction services for over 65 years. As a 4th generation Medford resident, he has a long history of community involvement focusing on youth education and child development. He has served on numerous non-profit boards, is an active member of the Medford Rogue Rotary Club and is a past advisory member of the OCF Walker Fund.
- **Sally Densmore** has lived in the Rogue Valley since 1992 and has served on the board of Kid Time for over 10 years. Her B.A. in Psychology has helped in her roles as welfare caseworker, employment counselor and advisor to those seeking Medicare supplements and long term care insurance. Sally has been an active volunteer throughout her life, serving as president of Salem City Club, Rogue Association of Insurance & Financial Advisors, Rotary Club, League of Women Voters, a bereavement association and the downtown association. She delivers Meals on Wheels and is Deacon at her church, where she also sings in the choir and serves on several committees.
- **Jeremy Markiewicz** works for the Jackson County District Attorney's Office and is currently the Chief Deputy District Attorney. After graduating with an undergraduate degree in Environmental Science from Willamette University, he attended and graduated from the University Of Colorado School Of Law. He moved to the Rogue Valley in 2005 and started working for the Jackson County District Attorney's Office. He is married to Cheryl Markiewicz, who is a kindergarten teacher, and they have an 11 year old daughter and 15 month old son. His wife's experience with seeing children lacking in early childhood education when they enter elementary school, coupled with his own experience in seeing the cyclical nature for families in the criminal justice system, motivated him to join the Kid Time Board.
- **Maggie Mayers** serves on the Board of Directors for Kid Time, and is chair of the Events Committee. She has a BA in English and History from the University of Texas at Austin. Maggie formerly worked in early childhood education, and spent a decade working in nonprofit development and programming. She currently stays home to raise her two young children, both of whom have attended preschool at the Learning Loft Preschool at Kid Time. Maggie spends time each week volunteering in the Medford public-school system and is passionate about education and expanding early learning opportunities for children. Maggie is highly involved in many facets of the Southern Oregon community and brings to the Board a strong background in education, fundraising and project planning.

● **Paula Hyatt** comes to the Kid Time Board of Directors with a Master's Degree in Business Administration and over 15 years' experience in finance and account management. Through her tenure in the industry, Paula held a variety of roles spanning forecast and budgeting, mergers and acquisitions, business development and capital project evaluation. These job functions further exposed her to a variety of forecast and budgeting methodologies, across multiple industries, including banking, defense and health care. More recently, Paula turned her attention to the joys and challenges of raising her young daughter. This role contributes to Paula's passion for giving back to her community through volunteering. Specifically, Paula enjoys collaborating with others in an effort to cultivate a sustainable environment, supportive of our children, and their developmental needs.

● **Amanda Olson** is a Doctor of Physical Therapy specializing in pelvic floor dysfunction. She earned her Bachelor of Science degree from Pacific University in 2005, and Doctorate Degree in Physical Therapy from Regis University in 2008, graduating as a member of the Jesuit National Honor Society. She holds a Certification of Achievement in pelvic floor physical therapy (CAPP-PF) through the American Physical Therapy Association, and the Pelvic Floor Practitioner Certification (PRPC) through the Herman and Wallace Pelvic Institute. She teaches courses to healthcare providers internationally on the topic of pelvic health. She is also the president and chief clinical officer of Intimate Rose, a women's health company, where she develops pelvic health products and education. Additionally, she authored the book Restoring the Pelvic Floor For Women. She is also the mother of two young boys and is passionate about instilling kindness, independence, and a love for nature in them.

### **5.3 Building Committee**

Our building committee is overseeing the construction and major repair endeavors. Committee members will include:

- **Andy Batzer, Kid Time Board Member and Construction Company Owner**
- **Ed Grant, Kid Time Facilities & Maintenance Manager**
- **Sunny Spicer, Kid Time Executive Director**
- **Alicia Welder, Maggie Mayers, Eric Dames and Jennifer Davis**
- **Additional volunteers as needed**

### **5.4 Development Committee**

- **Andy Batzer & Alicia Welder, Co-Chairs**
- **Lyn Hennion, Joy Olson, Peter Sage, and Maggie Mayers**

Well-connected community members with a passion for education and early childhood development are engaged in the Capital Campaign Development Committee. Committee members conduct tours, assist with sub-committees (including the events committee) to assist in fundraising efforts. The committee is supported by staff members Sunny Spicer, Kid Time Executive Director and Kevin Bendaw, Director of Advancement

### **5.5 Parent/Community Advisory Committee**

An advisory committee of preschool parents, Kid Time members, and community members has been organized to provide input on exhibits, programs, partnerships, and other important issues pertaining to the relocation and ongoing operation of Kid Time as well as early childhood advocacy issues.

## 6.1 Capital Campaign

### EXAMPLE 1: Hands-On Children's Museum, Olympia WA



“ The City of Olympia has been a proud partner in the growth of the Hands-On Children's Museum over the years. We sincerely value the impact it's had on our efforts to draw tourists and attract investment downtown.

Olympia Mayor Cheryl Selby ”

The Hands On Children's Museum in Olympia WA represents an \$18 M project funded by individual contributions, corporate, foundation and public grants, business sponsorships, Public Facilities District (PFD) funds and City of Olympia Tourism funds.

### EXAMPLE 2: Portland Children's Museum, Portland OR

The Portland Children's Museum is located in a building owned by the City of Portland Parks and Recreation. The city supplies the building, all utilities, and all building maintenance. The museum has raised the funding for improvements, including the recent \$4 M “Outdoor Adventure”.



Excerpt from the attached letter from Portland Children's Museum Executive Director

“ From Portland Parks and Recreation's point of view, the Museum was able to keep a historic building alive and vital with a mission aligned with Parks' desire to provide an opportunity for learning through play. The Museum enhances Washington Park with a cultural amenity that draws people to the park and provides a much beloved family-friendly activity. In our 1.3-acre Outdoor Adventure, we promote nature play that particularly aligns with Parks' mission to get children and families out-of-doors. By repurposing an existing structure, the Museum is a shining example of the City's creative reuse. Portland cites the children's museum as part of its reputation for being a great place to raise a family, and businesses note our presence as an asset when recruiting new employees with young families to the area.

Ruth Shelley, Executive Director, Portland Children's Museum ”

## The Kid Time capital campaign is underway.

A basic outline with informal cost estimates is as follows:

### **Proposal** Phase 2017

- Complete strategic plan
- Update website
- Update marketing materials
- Update donor database
- Research grant funding opportunities
- Identify priority funding opportunities
- Enhance social media efforts
- Begin community awareness
- Begin Rotary and other service club presentations

### **Preschool & Renovation** Phase 2018/2020-Move in Summer

**Goal \$9,500,000**

- Finalize Design Concepts, Secure Building Donation from City of Medford
- Building Community and Government Partnerships
- Finalize Development Committee
- Identify 3 grant opportunities per quarter
- Conduct 2-3 donor meetings per week
- Identify corporate exhibit sponsors
- Present sponsorship opportunities
- Hold one mini event bi-monthly
- Conduct monthly donor tours
- Hold one large scale event
- Send quarterly mailings
- Conduct bi-annual crowd funding campaigns
- Increase social media campaign
- Continue service club presentations

### **Remaining** Phases

**Family Learning & Child Development Center, Indoor/Outdoor Education**

**2023-2025 - Goal \$8,500,000**

Launch extensive campaign for completion of exhibits, an addition to the Carnegie Building (Family Learning & Child Development Center), exhibits to fill the building, and complete outdoor installations. Efforts will be similar to initial efforts but on a larger scale and will mark the completion of the vision set forth at the beginning of the project. This will yield a world-class "learn through play" facility for children and families that will be a fruitful destination for many generations to come.

## Carnegie Renovation & Construction

Project Underway

### Project Needs

Long-term lease on 15,700 sq ft building

With extensive outdoor space

50 year Lease \$ 3,600,000

**Subtotal \$ 3,600,000**

Exterior Renovation & Improvments \$ 587,000

Roofing Repairs \$ 95,500

Interiors/Exhibit Construction \$ 1,839,500

Plumbing \$ 220,000

HVAC \$ 35,800

Fire Protection \$ 225,900

Electrical \$ 134,300

Landscaping & Outdoor Learning Environment Construction \$ 850,000

**Subtotal \$ 3,988,000**

Contractor Fees & Contingency \$ 700,000

**Subtotal \$ 700,000**

Architecture, Design & Engineering \$ 600,000

**Subtotal \$ 600,000**

**Total \$ 8,888,000**

Moving Expenses \$ 100,000

Estimated Soft Costs \$ 500,000

**Grand Total \$ 9,488,000**

### Estimated Resources

City of Medford

\$1 per year lease \$3,600,000

State Funding \$2,000,000

Grant Funding \$1.5-\$2,000,000

Sponsorships \$400,000

Community Donations/In kind \$1.5-\$2,000,000

**Grand Total \$9,500,000**

<b>Future Planned Expansion/Education Center 15,000 Sq Ft Addition</b>	
Estimate Provided August 2019	
Planned Construction 2023	
<b>Project Needs</b>	
Substructure	\$ 876,000
Exterior Enclosure	\$ 488,000
Roofing	\$ 138,000
Interiors	\$ 1,390,000
Culinary Education Lab	\$ 337,500
Music/Performing Arts Education Lab	\$ 337,500
Elevators	\$ 145,000
Plumbing	\$ 230,000
HVAC	\$ 552,000
Fire Protection	\$ 138,000
Electrical	\$ 644,000
<b>Subtotal</b>	<b>\$ 5,276,000</b>
Contractor Fees & Contingency	\$ 1,332,407
<b>Subtotal</b>	<b>\$ 1,332,407</b>
Architecture & Engineering	\$ 533,027
<b>Subtotal</b>	<b>\$ 533,027</b>
<b>Total</b>	<b>\$ 7,141,434</b>
Cost Escalation 2023	\$ 7,986,474
Estimated Soft Costs	\$ 453,098
<b>Grand Total</b>	<b>\$ 8,439,572</b>

## 6.2 Ongoing Marketing & Development

Kid Time will continue to build upon marketing efforts currently underway, utilizing traditional public relations efforts, social media (our social media accounts are widely followed and very popular, and have even garnered enough attention to get paid corporate sponsorship as a brand ambassador for educational materials suppliers), paid advertising, etc. Our experienced staff and local contracted professionals assist in promoting our brand.

Ongoing development efforts are being ramped up and will include regular tours, small evening events for grown-ups, quarterly mailings, small crowdfunding projects, corporate sponsorship for all exhibits, and more.

7.1 Financial Projections

Revenue	Current	2020	2021	2022	2023	2024	2025
<b>Income</b>		Move to Carnegie			Expansion begins		Expansion Complet
● <b>Contributed Support</b>							
Foundation Grants	129,500	129,500	135,975	142,774	157,051	164,904	164,904
Indiv/Business Contribution	85,000	100,000	120,000	132,000	145,200	188,760	188,760
● <b>Total Contributed Support</b>	214,500	229,500	255,975	274,774	302,251	353,664	353,664
● <b>Museum Revenues/Admission/Membership</b>							
Gift Shop & Food Services	6,000	12,000	18,000	21,600	22,680	23,814	23,814
Field Trips, Events & Paid Programs	5,000	10,000	15,000	22,500	24,750	27,225	32,670
Event Rentals		2,000	2,400	2,880	3,456	4,147	20,000
Admissions/Memberships	230,000	287,500	330,625	380,219	399,230	419,191	461,110
● <b>Total Museum revenues</b>	241,000	311,500	366,025	427,199	450,116	474,377	537,594
● <b>Learning Loft Preschool Revenue</b>							
Learning Loft Tuition	310,000	403,000	415,090	427,543	440,369	484,406	884,406
Preschool Promise Contract	504,000	630,000	630,000	661,500	694,575	694,575	833,490
● <b>Total Learning Loft/Preschool Income</b>	814,000	1,033,000	1,045,090	1,089,043	1,134,944	1,178,981	1,717,896
<b>Total Earned Revenue</b>	1,055,000	1,344,500	1,411,115	1,516,241	1,585,060	1,653,358	2,255,490
<b>Total Income</b>	1,269,500	1,574,000	1,667,090	1,791,015	1,887,311	2,007,022	2,609,154
<b>Expense</b>							
● <b>Personnel &amp; Contracted Services</b>							
<b>Salaries, Wages, Taxes &amp; Payroll Expenses</b>							
Subtotal Museum Wages	325,000	375,000	393,750	433,125	454,781	477,520	644,652
Subtotal Preschool Wages	630,000	740,000	814,000	854,700	880,341	906,751	1,157,426
<b>Total</b>	955,000	1,115,000	1,207,750	1,287,825	1,335,122	1,384,272	1,802,079
Professional Fees	35,000	40,000	45,000	45,000	50,000	50,000	50,000
Legal Fees	12,000	12,000	13,000	13,000	14,000	15,000	15,000
● <b>Total Personnel &amp; Contracted Services</b>	1,002,000	1,167,000	1,265,750	1,345,825	1,399,122	1,449,272	1,867,079
● <b>Non-Personnel Expenses</b>							
Credit Card Processing Fees	10,000	12,000	14,400	17,280	18,144	19,051	20,004
Interest Expense	3,000	500	500	500	500	500	500
Computer/ Programs	1,500	10,000	20,000	20,000	20,000	20,000	20,000
Office Supplies	2,500	4,000	4,000	4,500	4,500	4,500	4,500
Advertising and Promotion	5,000	20,000	20,000	20,000	20,000	20,000	26,000
Promo/Event Expenses	5,000	10,000	10,000	10,000	10,000	10,000	13,000
Exhibit Materials & Supplies	5,000	10,000	10,000	10,000	15,000	25,000	32,500
Program Supplies	5,000	12,000	14,400	17,280	19,008	20,909	27,181
Postage, Shipping & Delivery	3,400	5,000	6,000	7,200	7,920	8,712	9,583
Equip Rental & Maintenance	3,000	5,000	5,250	5,513	5,788	6,078	6,989
Printing & copying	5,000	7,000	8,400	9,240	10,164	11,180	13,416
Dues & Subscriptions & Fees	2,500	3,000	3,300	3,630	3,993	4,392	5,710
Gift Shop & Food Services	3,000	6,000	8,000	8,500	9,000	9,500	9,500
Till Over/Under	100	300	300	300	300	300	300
Van Fuel and Maintenance	1,000	2,000	2,000	2,000	2,000	2,000	2,000
Monthly Parking Fee	3,500	4,000	4,000	4,000	4,000	4,000	6,000
Travel	10,000	15,000	18,000	21,600	23,760	26,136	39,204
● <b>Total Non-Personnel Expenses</b>	68,500	125,800	148,550	161,543	174,077	192,258	236,388
● <b>Preschool Expenses</b>							
Preschool Maintenance	5,000	6,500	6,695	6,896	7,103	7,316	8,779
Preschool Printing and Copying	3,000	4,000	4,120	4,244	4,371	4,502	5,853
Postage and Communication	2,000	3,000	3,090	3,183	3,278	3,377	4,052
Computer, Technology	1,000	2,000	2,060	2,122	2,185	2,251	2,701
Supplies, Materials	12,000	21,000	21,630	22,279	22,947	23,636	30,726
Food	33,000	42,000	43,260	44,558	45,895	47,271	61,453
Equipment and Furnishings	6,000	7,000	7,210	7,426	7,649	7,879	8,666
Insurance	12,000	14,000	14,700	15,435	16,207	17,017	18,719
Janitorial/Maintenance supplies and services	5,000	6,000	6,300	6,615	6,946	7,293	8,752
Contingency	5,000	8,000	8,240	8,487	8,742	9,004	12,606
Professional Development	11,000	14,000	14,700	15,435	16,207	17,017	28,894
● <b>Total Preschool Expenses</b>	95,000	127,500	132,005	136,679	143,844	151,772	191,201
● <b>Occupancy Expenses</b>							
Building/Maintenance	60,000	61,800	63,654	65,564	67,531	101,296	141,814
Utilities	30,000	30,900	31,827	32,782	33,765	50,648	65,842
Insurance	8,000	8,400	8,820	9,261	9,724	14,586	18,962
Janitorial	6,000	6,300	6,615	6,946	7,293	14,586	21,879
<b>Total Occupancy Expenses</b>	104,000	107,400	110,916	114,552	118,313	181,116	248,497
<b>Total Expense</b>	1,269,500	1,527,700	1,657,221	1,758,599	1,835,357	1,974,417	2,543,165
<b>Net Ordinary Income</b>	0	46,300	9,869	32,416	51,954	32,605	65,989

## 7.2 Earned Revenues

Current earned revenue sources include:

- membership sales
- daily admission
- field trips
- special events
- gift shop and refreshments
- preschool tuition

Future earned revenue opportunities with an enhanced facility will include:

- paid programming
- outdoor events
- music education
- professional development
- parent education
- increased special events
- expanded business collaborations
- expanded programs for older children
- increased partnership opportunities

In keeping with our mission to make sure our activities are accessible, efforts will continue to keep scholarships in place for those who are unable to afford fee-based activities.

Membership and admission currently account for about 20% of our earned revenue. We expect that number to increase after the relocation. Contracts and private tuition for the preschool account for the largest portion of the budget (approximately 55%), however preschool costs (staffing and related expenses) also account for the largest portion of the operating budget.

## 7.3 Contributed Revenues

Contributed revenues have historically been a smaller part of our operating budget (15-30%), and we will continue to rely primarily on earned revenues for basic operating costs. We expect that free programs and scholarships will still need community support, and expect the enhanced visibility and prominence of the new location to help encourage future funders.

## 7.4 Expenses

By partnering with the City of Medford we will decrease rent costs, however we will remain responsible for maintenance (including landscaping) and other occupancy costs. We expect our occupancy costs to remain fairly consistent so that our programs can remain affordable and accessible to all.

Of the remaining costs approximately 65-75% is related to staffing, as to be expected when offering educationally rich programs that require significant instructor participation.

(see above breakdown of expenses)



“  
Every time I come  
here my imagination  
comes out and soars!  
”

Lily, age 5





## OREGON STATE LEGISLATURE

January 9, 2020

Senator Betsy Johnson, Co-chair  
Senator Elizabeth Steiner Hayward, Co-chair  
Senate Co-Chairs, Joint Ways and Means Committee  
900 Court Street NE  
Salem, OR 97301

Dear Senate Ways and Means Co-Chairs Senator Johnson and Senator Steiner Hayward,

We are writing to request \$2 million in general funds for Kid Time, a nonprofit early learning center located in downtown Medford, in the 2020 Legislative Session. Funding will support the program's move to the historic Carnegie Library building, including renovation of the building and grounds. This appropriation request is the singular priority for our legislative delegation in February 2020.

Kid Time is a nonprofit 501(C)3 organization that provides family learning opportunities, early childhood programs and arts/cultural experiences to thousands of children throughout the Southern Oregon region. Kid Time has experienced rapid growth, and serves thousands who otherwise would have little or no access to preschool.

The renovated Carnegie Library will provide a vibrant hub where children and families from diverse socio-economic backgrounds and with varying abilities come together for meaningful learning and social experiences. The Library, which has been largely vacant for 15 years, is located in a neighborhood that experiences a broad spectrum of disparities, including homelessness, poverty, and addiction. The Kid Time proposal will generate multiple benefits, including downtown revitalization, increased access for youth and education programs, a sought after travel destination, improved graduation rates, decreased crime, economic development and the infusion of 100,000 annual visitors to downtown Medford.

The Kid Time project will leverage investment from the Student Success Act by expanding the breadth and quality of the region's early childhood services. It meets the goals defined in Raise Up Oregon in being child, family, and community centered. The proposal is supported by Children First for Oregon, the City of Medford, Medford School District, Southern Oregon Early Learning Services, United Way, Rogue Community College, law enforcement, healthcare professionals, business, and a wide variety of others.

The total project cost is \$9,488,000, including the value of the facility. The City of Medford has agreed to a 50-year lease of the building and grounds for \$1 per year, which constitutes a \$3.6 million contribution. This partnership reflects the strong support and respect that Kid Time has earned through nearly two decades of service in the community. To date, Kid Time has raised an additional \$1.6 million in other local contributions for the new facility.

We have attached background information on Kid Time, the current proposal and progress to date.

Thank you for meeting with us as we introduce you to this wonderful program and seek your guidance on our request. We stand ready to provide any additional information that you will need.

Sincerely,



Representative Pam Marsh, HD 5



Representative Kim Wallan, HD 6



Senator Jeff Golden, SD 3



**BOARD MEMBERS**

**John Tapogna**, *Board Chair*  
*President*

ECONorthwest

**Matthew Chapman**  
*Children's Advocate*

**Lyn Hennion**  
*Children's Advocate*

**Margaret Kirkpatrick**  
*Of Counsel*  
Pearl Legal Group

**Mignon Mazique**  
*Children's Advocate*

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IHR consulting, LLC

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*CEO & President*  
George Russell & Assoc.

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Sapient Solutions, LLC

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*Retired CEO*  
Fred Meyer & Compli

**Natalie Vega O'Neil**  
*President & CEO*  
Junior Achievement of  
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**Susan Walsh**  
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*Research & Strategic Impact*  
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**Julie Young**  
*Children's Advocate*

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**Lori Flexer Sackett**

**Irving Levin**

**Arlene Schnitzer**

**Gary Withers**

---

**Swati Adarkar**  
*President & CEO*

January 8, 2020

Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner Hayward, Co-Chair  
Representative Dan Rayfield, Co-Chair  
Joint Ways and Means Committee  
900 Court St NE  
Salem, OR 97301

RE: Support for Kid Time

Dear Co-Chairs of the Joint Ways and Means Committee:

Children's Institute enthusiastically supports Kid Time's expansion and relocation to a permanent home in the Historic Carnegie Library in Medford. This is a tremendous opportunity to strengthen services for young children and their families with proven approaches that support healthy parent-child relationships and high-quality early learning experiences for young children.

We are continually working to better understand the conditions that impact early learning and healthy development for children and families across Oregon. From Coquille to Baker City, Redmond to the Rogue Valley, we continue to hear the same message from parents, educators, and providers: families want and need high-quality early care and education for their young children, and there isn't enough access to either anywhere in Oregon.

As our relationship with the staff at Kid Time and other children's advocates in Southern Oregon has deepened over the past year, we recognize that Kid Time is a stellar example of how community-focused, collaborative efforts can create new, powerful, and quality opportunities for children and families. Kid Time does this by partnering with local schools, community-based organizations, early care and education providers, and their regional early learning hub. This approach to partnership and collaboration helps ensure a connection to the local community; the new facility will stimulate local partnerships by serving



as a hub for activity focused on improving opportunities and services for children and families.

For Medford and Southern Oregon, Kid Time is a necessity. An investment in its relocation and expansion also makes economic sense: we know that high-quality programs like Kid Time that serve children ages 0–5 yield a 13 percent return on investment. Not only will children learn and build skills that will last a lifetime, but this project will demonstrate positive community impact for many years to come.

Support for Kid Time is an investment in children, families, the local economy, and the future of our state. I hope Oregon will take this opportunity to help Kid Time achieve its goals for Medford's youngest learners, their families, and the entire community.

Sincerely,

A handwritten signature in black ink that reads "Swati Adarkar". The signature is fluid and cursive, with the first name "Swati" being larger and more prominent than the last name "Adarkar".

Swati Adarkar  
President and CEO  
Children's Institute

January 8, 2020

Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner Hayward, Co-Chair  
Representative Dan Rayfield, Co-Chair  
Joint Ways and Means Committee  
900 Court St NE  
Salem, OR 97301

To the Honorable Senator Johnson, the Honorable Senator Steiner Hayward, and the Honorable Representative Rayfield;

As the superintendent of the Medford School District, it is my pleasure to write this letter of support on behalf of Kid Time's request for \$2 million towards the renovation and construction of a new regional children's discovery center and preschool at the Carnegie Building in Medford, Oregon. We know that access to high quality early childhood education is a positive game-changer for students and Kid Time's programs and offerings are among the best in the business.

Here in Medford, it is a high priority to increase access to early childhood programs as we know that investments early on will have the greatest impact on the future of our students. Currently, we estimate that only 25% of children entering kindergarten had access to a high quality early childhood experience. That is not adequate. If we get more children into high quality preschool of the kind Kid Time provides, we will need to intervene less often with students in order for them to reach their full potential. This project will go a long way to reach our collective goal of serving more children when they need it most – in the early years.

We also find that when parents are engaged in the learning process, our students are more likely to thrive. Kid Time is unique in its approach in that the parents are equally involved and mentored from the start. They are more likely to stay involved in their child's education making the transition to kindergarten and through the K-12 system a positive one.

This project is a wonderful example of community collaboration and it receives our full support. Should you have any questions, please let me know.

Respectfully,



Bret A. Champion



January 10, 2020

Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner Hayward, Co-Chair  
Representative Dan Rayfield, Co-Chair  
Joint Ways and Means Committee  
900 Court St NE  
Salem, OR 97301

RE: Kid Time Discovery Experience State Grant Support

To Whom It May Concern:

This letter is to garner your support for state funding for the Kid Time Discovery Experience early education nonprofit program.

The City of Medford's City Council issued a competitive Solicitation of Interest for leasing of the historic Carnegie Building with a main goal of its use being to serve a broad community need. After evaluating the solicitations, the Council voted to award the lease to Kid Time Discovery recognizing Kid Time's vital contribution to the community in the services it provides to our children and its economic impact.

Kid Time has a long history of partnering with local schools, nonprofit organizations and government agencies to provide high quality services to families across a broad economic spectrum.

Kid Time creates a family destination in the Carnegie Building which will improve economic development outcomes for Southern Oregon and additional Preschool/childcare opportunities which are essential for employee recruitment and retention efforts for Medford's business community.

The City Council has entered into an in-kind agreement to lease our 15,242 square foot historic Carnegie library building for \$1 per year for up to 50 years. Based on a market analysis, this equates to \$137,000 per year for a total of \$3.425 million the first 25 years in in-kind donation from Medford.

Kid Time aligns with state goals around early childhood and we are asking for your funding support as well. Investing in early childhood is good for kids, their families, our communities, and our state.

Sincerely,

Kevin Stine  
Council President

Alex Poythress  
Council Vice President

January 13, 2020

Senator Betsy Johnson, Co-Chair, Senator Elizabeth Steiner, Co-Chair,  
Representative Dan Rayfield, Co-Chair and Members of the Joint Ways and Means Committee  
Oregon Legislative Fiscal Office  
900 Court Street, NE  
Salem, Oregon 97301

**RE: Support for Kid Time Discovery Experience, Medford**

Dear Senators Johnson and Steiner and Representative Rayfield:

Southern Oregon Regional Economic Development, Inc. (SOREDI) is pleased to offer our letter of support for funding of the Kid Time Discovery Experience – a critically important educational asset and development in downtown Medford. This project meets several objectives identified in our recently completed 2020-2025 Comprehensive Economic Development Strategy (CEDS), as required by the EDA. These include:

- 1) **Identify and invest in new sites, buildings, and infrastructure** to support the growth of existing employers and the attraction of new businesses, while **leveraging existing real estate**, transportation, and infrastructure assets (1.3.2)
- 2) **Strengthen partnerships between the region's public sector and private sector**, including economic development organizations, workforce development entities, and **educational institutions**, to ensure alignment of employer needs and training programs (3.1)
- 3) **Engage partners traditionally outside of economic development to work toward common goals**, such as All in for Health in Jackson and Josephine Counties and ACCESS in Jackson County (5.1.4)
- 4) **Encourage tactical urbanism projects**, such as pop-up shops in **underutilized downtown spaces** to encourage foot traffic and **community engagement**. (5.2.2)
- 5) **Champion placemaking projects that create community amenities for residents, including youth**, such as the Medford aquatics and event center (5.2.4.)
- 6) **Support the preservation and revitalization of historic and historically significant buildings**, especially in underserved areas and urban renewal Districts (5.2.5)

We trust that you will find value in this extraordinary opportunity for Southern Oregon that is aligned with our regional strategy and many others, is a historical redevelopment of existing infrastructure, meets a critical need for young children in our local economy, and leverages the collaboration of multiple partners and agencies. This is a valuable, needed educational service that will help Southern Oregon attract and retain talented workers and engaged citizens.

We urge your support and thank you in advance for your consideration. If we can be of further assistance, please let us know. Thank you.

Sincerely,



Colleen Padilla, Executive Director  
(541) 601-6918, colleen@soredi.org

October 2019

SUSTAINING UNDERWRITER  
Jackson County  
Josephine County  
City of Grants Pass  
City of Medford

EXECUTIVE UNDERWRITER  
AllCare Health  
Asante  
Avista Utilities  
Banner Bank  
Brophy Schmor, LLP  
Cow Creek Band of Umpqua  
Tribe of Indians  
First Interstate Bank  
Harry & David Operations  
Hunter Communications  
Jordan Cove, LNG  
Lithia Motors Inc.  
Moss Adams, LLP  
PacifiCorp  
Peoples Bank  
Regence BlueCross BlueShield  
Rogue Credit Union  
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US Bank  
Washington Federal  
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UNDERWRITER  
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Breeze Capital Management LLC /  
Standard Financial  
Britt Music and Arts Festival  
Carestream  
Cascade Wood Products  
Coldwell Banker Commercial NW  
Cummins, Inc.  
Cutler Investment Group  
Dutch Bros  
Erickson, Inc.  
Evergreen Federal Bank  
Fire Mountain Gems & Beads  
HamCon Builders  
Hellgate Jetboat Excursions  
Interior Office Concepts, Inc  
Jackson County Fire District 3  
JB Steel, Inc  
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KDRV  
KeyBank  
Knife River Corporation  
KOGAP Enterprises, Inc.  
KTVL  
Laminate Technologies  
Linde Group  
MasterBrand Cabinets, Inc.  
Medford Fabrication  
Met One Instruments  
Morgan Lodging, LLC  
Murphy Company  
Naumes, Inc.  
Neuman Hotel Group  
OMEP - Oregon Manufacturing  
Extension Partnership, Inc.  
Oregon Tech  
ORW - Ogden, Roemer, Wilkerson  
Pacific Retirement Services  
PINS, LLC  
Plexis Healthcare  
Providence Medford Medical Center  
Rogue Community College  
Rogue Disposal & Recycling  
Rogue Workforce Partnership  
S & B James Construction  
Southern Oregon Sanitation  
Southern Oregon University  
SPACE LLC  
Spectrum Business  
Tekmanagement  
Timber Products Co  
Umpqua Bank  
Valley Immediate Care  
ZCS Engineering & Architecture

The Strizzi Family  
593 Pierce Road  
Medford, OR 97504  
541-864-9863  
mbstr@icloud.com

January 7, 2020

Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner Hayward, Co-Chair  
Representative Dan Rayfield, Co-Chair  
Joint Ways and Means Committee  
900 Court St NE  
Salem, OR 97301

RE: Kid Time Relocation

Senator Johnson, Senator Steiner Hayward, and Representative Rayfield,

As you know, the Kid Time children's museum is seeking funds to help complete their move to a new location within Medford. I am writing today to share with you the positive impact this museum continues to have on my family, on a daily basis, since we discovered it one smokey summer day. I also want to share some of the excitement I have about the potential for increased positive impacts in the Southern Oregon community as a result of their relocation.

My wife and I moved to Medford in the summer of 2013, a few months before our first child was born. We moved here, in part, to enjoy the natural beauty of the Rogue Valley and wanted our son to do the same. Medford offers many beautiful parks, which we visit frequently, but Medford also suffered the scourge of wildfire smoke during many recent summers. One smokey summer day, when my son was an active toddler confined indoors, I was completely out of ideas to keep him entertained. I knew little about Kid Time but was ready to give it a try. The building it currently occupies cannot be described as "inviting", due in no small part to the complete lack of windows. However, once we were inside, it was undeniable that this was a special place, run by competent and caring people committed to enriching the lives of the children of the community.

From the day we first walked into Kid Time, it was clear that we would be spending a lot of time there. They offer dedicated areas for babies less than one year, toddlers under three, and numerous thematic rooms dedicated to a variety of childhood interests designed to inspire creativity and learning (and burn off some energy in the process). This group turned a dark and uninviting space into my son's favorite place in the entire world. Additionally, as I discovered, they also housed an amazing preschool. Once my son turned three, I enrolled him in the preschool and his familiarity with the museum made that transition remarkably easy. He started by attending just two mornings a week, but after the first week he asked me if he could attend *everyday*. My son has since started

kindergarten, which proved to be another remarkably easy transition due to the excellent preparation provided by this preschool experience. Even now, our family continues to benefit from the wonders of this museum/preschool combination as our daughter begins preschool there this week.

As I have mentioned, this group turned a suboptimal space into one of my family's most beloved places. It is that reason why the museum's move to the new location is so exciting. The new location of Kid Time will be the old home of the Medford library. It is an inviting, historically significant building that not only has windows (!) but also tremendous outdoor space, which the museum's current location lacks. Having witnessed what this group can accomplish with less than ideal circumstances, I am so excited to see what they can create if they can fulfill their vision for this new space. An improved and expanded museum will certainly be a boon for the children of the Rogue Valley, but it will also be an excellent example for how the same space can evolve and be repurposed to continue to benefit many generations of Southern Oregon children. Consider that the parents of the children who will be learning and playing in this building have similarly fond memories themselves when this was their library... each generation growing and building positive memories within that same space.

Finally, the potential economic impact to downtown Medford should not be overlooked. As a father of young children, the first thing I look for when traveling anywhere is a place my children can play. This is critical. As a natural consequence, I will be a patron of businesses within close proximity to that location. A fully realized, one of a kind, children's museum in Southern Oregon would be a draw to our region akin to the Asante Rogue Regional Medical Center. Between San Francisco and Portland there is nothing like what Kid Time has to offer, and our region can benefit from that. Furthermore, if you pair that with a restored Holly Theatre (just two blocks away), this might just be the critical mass necessary to transform Medford into a destination.

Simply put, Kid Time is a worthwhile investment. My family believes this so strongly that we have donated several thousand dollars to help this group of competent and caring people continue their mission and fulfill their vision. You have the funds to make this relocation campaign an absolute success and our hope is that you will be our partner in this endeavor.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Michael Strizzi". The signature is fluid and cursive, with the first name "Michael" written in a larger, more prominent script than the last name "Strizzi".

Michael Strizzi



# JACKSON COUNTY

Oregon

**District Attorney**  
**Criminal**

**Beth Heckert**  
*District Attorney*

815 W. 10th  
Medford, OR 97501  
Phone: 541 608-2905  
Fax: 541 608-2982  
heckerbe@jacksoncounty.org

TTY: (541) 774-8186  
www.jacksoncounty.org

January 7, 2020

Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner Hayward, Co-Chair  
Representative Dan Rayfield, Co-Chair  
Joint Ways and Means Committee Members  
900 Court St. NE  
Salem, OR 97301

RE: Kid Time Discovery Funding Request

Dear Senators Johnson and Steiner, and Representative Rayfield:

I am a big proponent of early childhood education programs and the positive impacts we see from those opportunities for decades. In addition to my role as District Attorney, I also serve as the Board Chair for the Rogue Valley YMCA and am a past Board Chair of Southern Oregon Head Start. Our community is desperate for child care/preschool opportunities for low income families. This new facility will expand current capacity for child care/preschool in our community. Children that receive high quality child care/preschool are more likely to perform better in school, improve graduation rates, reduce crime and decrease substance abuse. An investment today will have far reaching impact on our community and Oregon.

Kid Time has an excellent reputation of being collaborate with other community partners. This opportunity will serve as a hub for many nonprofit organizations, bringing services from many organizations to the families that need them the most. Your investment in this project is critical. If I can answer any other questions about this important project, please let me know.

Sincerely,

Beth Heckert  
District Attorney



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

January 11, 2020

Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner Hayward, Co-Chair  
Representative Dan Rayfield, Co-Chair  
Joint Ways and Means Committee  
900 Court St NE  
Salem, OR 97301

Dear Senator Johnson, Senator Steiner Hayward and Representative Rayfield;

For many years, the Rogue Valley Family YMCA has been a champion of early learning in Southern Oregon. Kid Time has long been a partner in our effort to best serve children, particularly those who are underserved.

I'm writing today in support of Kid Time's request for \$2M towards the renovation and construction of a new regional children's discovery center and preschool at the Carnegie Building.

This project brings Kid Time and the YMCA within a block of each other and offers a wealth of new opportunities for collaboration particularly for children and families in the West Medford area who are facing high rates of poverty, homelessness, low graduation rates and high ACEs scores.

We know the difference that access to healthy activities can make in the lives of children. We also know that when organizations work together to improve service delivery and make efficient use of resources, we see the best outcomes. Kid Time is well known as a strong community partner, and this location will strengthen those partnerships.

Thank you for your attention to this important project for our region.

Sincerely,

Brad Russell  
*CEO/Executive Director*

**Rogue Valley Family YMCA**



522 West Sixth Street, Medford, OR 97501 – 541.772.6295 – fax 541.772.8427 - [www.rvymca.org](http://www.rvymca.org)



**MEDFORD**  
OFFICE OF THE MAYOR

January 8, 2020

Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner Hayward, Co-Chair  
Representative Dan Rayfield, Co-Chair  
Joint Ways and Means Committee  
900 Court St NE  
Salem, OR 97301

RE: Kid Time Discovery Experience State Grant Support

To Whom It May Concern:

This letter is to garner your support for state funding for the Kid Time Discovery Experience early education nonprofit program. I have served as the City of Medford's longest serving Mayor for over 15 years, am a business owner serving as a Doctor of Optometry, and have lived in Medford the majority of my life. I have been familiar with Kid Time since its inception and the essential services it provides to the community.

Located in Jackson County, Oregon, the City of Medford has a population of 79,590 and serves as the County seat. Medford is the demographic and economic hub of the Southern Oregon region. With the continued growth in healthcare, retail, and manufacturing, the City anticipates a continued growth rate of 1.8% per year. Kid Time creates a family destination in the Carnegie Building which will improve economic development outcomes for Southern Oregon. With this growth, we continue to need additional Preschool/childcare opportunities which are essential for employee recruitment and retention efforts.

One of the major advantages to having a program such as Kid Time is that although Medford is a thriving community, we still experience a 10% student homeless rate. There is an estimated 100% poverty level in seven elementary schools located on our west side in the vicinity of Kid Time.

Positive experiences and healthy adult interactions like those found at Kid Time can remediate childhood trauma often caused by these circumstances. Early childhood interventions have the greatest success at reducing societal costs associated with adverse childhood experiences, improving long-term graduation rates, reducing crime rates and decreasing substance abuse.



# MEDFORD

OFFICE OF THE MAYOR

Kid Time has a long history of partnering with local schools, nonprofit organizations and government agencies to provide high quality services to families across a broad economic spectrum. Early care and education providers are often the first adults to recognize emerging developmental disabilities and delays in young children. When disabilities are detected early and young children receive the right level of early intervention, the impact of delays and disabilities are reduced, and children need fewer special education services in preschool and K-12. Kid Time educators work with families in an alternative setting that is welcoming and accessible to all. This project will make these educators more available to more families at a critical time.

High cost of housing and commercial property in our region make it difficult to develop and maintain adequate facilities for early childhood opportunities. The City recognizes its vital contribution to the community and has entered into an in-kind agreement to lease our 15,242 square foot historic Carnegie library building for \$1 per year for up to 50 years. Based on a market analysis, this equates to \$137,000 per year for a total of \$3.425 million the first 25 years in in-kind donation from Medford.

Kid Time aligns with state goals around early childhood and we are asking for your funding support as well. Investing in early childhood is good for kids, their families, our communities, and our state. This project will continue to show a return on investment for many generations to come.

Sincerely,



Gary H. Wheeler  
Mayor

January 9, 2020



Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner Hayward, Co-Chair  
Representative Dan Rayfield, co-Chair  
Joint Ways and Means Committee  
900 Court Street NE  
Salem, OR 97301

Dear Committee Members,

As president of Rogue Community College and a resident of Medford, Oregon, I want to express my support for the \$2 million request from Kid Time for funding to move to the Carnegie Building in downtown Medford. My support is based upon the important services Kid Time provides to our student parents who attend the RCC/SOU campus in downtown Medford and to parents who are currently employed in our community.

- Our region has a serious shortage of quality child care opportunities that allow parents access to higher education programs which can move them into living wage jobs in our community.
- Our largest student population attends our downtown Medford campus, and Kid Time is an essential component of local services promoting college student persistence to completion of a degree or certificate at RCC. When students know their children are well cared for at a low cost, they can focus on their own education and economic mobility.
- The RCC Early Childhood Development Program is a partner with Kid Time, allowing our students opportunities to practice their career skills in an organization recognized for excellence. Students not only learn about child development, they also learn about the importance of partnerships between early childhood education providers and local school districts, non-profits, government agencies, and higher education to deliver the highest quality services possible.
- Early childhood development research clearly shows that access to outdoor learning is essential to building resilience in children, and the new Carnegie Building for Kid Time, provides this needed space. Childhood resilience is a critical factor in educational success.
- This is an excellent opportunity to connect two important educational needs in our local community – low-income adults needing a career pathway and their pre-school children needing to develop kindergarten readiness skills for success in K-12.

I fully support the request by Kid Time for funding from the state to meet the total budget for this important effort. The majority of this project (\$13.4 million) has been funded by the City of Medford and community contributions. State support for this initiative will truly have a positive impact on the education of both children and adults in Southern Oregon. Ultimately, this promotes economic development in our region by creating a skilled workforce and a responsible citizenry.

Sincerely,

A handwritten signature in cursive script that reads "Cathy Kemper-Pelle".

Cathy Kemper-Pelle, Ed.D.  
President, Rogue Community College



## United Way of Jackson County

January 3, 2019

Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner, Co-Chair  
Representative Dan Rayfield, Co-chair and  
Members of the Joint Ways and Means Committee  
Oregon Legislative Fiscal Office  
900 Court St., NE  
Salem, OR 97301

Dear Senators Johnson and Steiner, and, Representative Rayfield:

It is a privilege for United Way of Jackson County to write a letter of support for the very important work of Kid Time Discovery Experience. Kid Time is doing pioneering state-of-the-art work on early childhood education mixed with historic revitalization in downtown Medford. Their efforts in the historic Carnegie Library will not only be an economic development project, it will also increase the very desperate need for childcare and early childhood education in our community.

Currently only 20% of zero to 5 year olds have slots in our area. Kid Time's new space will permit 1,100 children to have access to services. We all know how important early childhood education is and providing for it is costly to parents, even those who can afford it. Kid Time will offer fully paid slots as well as scholarship spots.

The Oregon Legislature's investment is critical in this project! And I know United Way and much of southern Oregon are pleased you'll meet with Kid Time about this important project. If I can answer any questions, please feel free to have your staff contact me at 541.773.5339 or email me at [deeanne@unitedwayofjacksoncounty.org](mailto:deeanne@unitedwayofjacksoncounty.org). Thank you for your kind and thoughtful consideration.

Regards,

A handwritten signature in black ink that reads "Dee Anne Everson".

Dee Anne Everson  
CEO/Executive Director



# Family Nurturing Center

ph (541) 779-5242 | fax (541) 779-2523 | 212 N. Oakdale Ave., Medford, OR 97501 | [info@familynurturingcenter.org](mailto:info@familynurturingcenter.org) | [familynurturingcenter.org](http://familynurturingcenter.org)

January 8, 2020

Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner Hayward, Co-Chair  
Representative Dan Rayfield, Co-Chair  
Joint Ways and Means Committee  
900 Court St NE  
Salem, OR 97301

RE: Letter of Support for Kid Time

Dear Co-Chairs Johnson, Steiner Hayward and Rayfield:

The Family Nurturing Center has had the pleasure of partnering with Kid Time for the last 14+ years. Kid Time is an interactive, innovative, high-quality early learning program that helps increase essential opportunities for young children, at the most critical time in a child's brain development, 0-5. As one of the largest early learning providers in Jackson County, they provide positive experiences and healthy adult interactions that help remediate childhood trauma and reduce the achievement gap. Early childhood interventions have the greatest success at reducing societal costs associated with adverse childhood experiences, improving long-term graduation rates, reducing crime rates and decreasing substance abuse.

Kid Time is positioned to increase their capacity, with the relocation and renovation of Medford's iconic Carnegie Hall. An additional investment in this project, would have an incredible return on investment of at least 13%. More importantly, children will get the start they deserve; social-emotional and early reading, writing, and math skills, that will create upward mobility through opportunity. Investing in early childhood is good for our children, their families, our communities, and our state. This project will continue to show a return on investment for generations to come.

Sincerely,

Lisa O'Connor, CEO

January 6, 2020

Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner, Co-Chair  
Representative Dan Rayfield, Co-chair and  
Members of the Joint Ways and Means Committee  
Oregon Legislative Fiscal Office  
900 Court Street NE  
Salem OR 97301

RE: Oregon State General Legislative Funding Request

Dear Senators Johnson and Steiner, and, Representative Rayfield:

As an elected official for most of the last twenty years, and current Commissioner here in Jackson County, it is without reservation that I personally support the efforts by Kid Time to create a family destination in the Carnegie Building. The prohibitively high cost of housing and commercial property in our region makes it very difficult to develop and maintain adequate facilities for early childhood opportunities. Currently there are only enough spots to provide care for 20 percent of the birth to five-year age group population. This exponentially feeds our higher levels of homelessness, high childhood poverty, and lower graduation rates. This project will increase the number of early childhood opportunities and provide low cost options for many families.

The pioneering and state of the art work that Kid Time is doing on early childhood education, mixed with historic revitalization in downtown Medford will likely yield several benefits. Their efforts in the historic Carnegie Building will not only be an economic development project, it will also increase the very desperate need for childcare and early childhood education in our community.

Kid Time has a long history of partnering with local schools, nonprofit organizations, and government agencies to provide high quality services to families across a broad economic spectrum. Kid Time's new space will permit 1,100 children to have access to services. We all know how important early childhood education is, and providing for it is costly to parents, even those who can afford it. Kid Time will offer fully paid slots as well as scholarship spots.

The Oregon Legislature's investment is critical in this project, and those of us here in Southern Oregon are appreciative that you'll meet with Kid Time about this important project.

Thank you for your kind and thoughtful consideration.

Regards,

  
Bob Strosser

Senator Betsy Johnson, Co-Chair  
Senator Elizabeth Steiner Hayward, Co-Chair  
Representative Dan Rayfield, Co-Chair  
Joint Ways and Means Committee  
900 Court St NE  
Salem, OR 97301

Dear Senator Johnson, Senator Steiner Hayward and Representative Rayfield;

I am writing in support of Kid Time's request for \$2M towards the renovation of the Carnegie Library and construction of the new regional Children's Discovery Center and Preschool. As a former Mayor of Medford , a ten year Urban Renewal Director, and currently a Director of the Downtown Medford Association, I am very enthusiastic about this project and the positive impact it will have on our efforts to revitalize our downtown core.

Medford's revitalization is gaining momentum and is attracting a youthful demographic to the area. To continue that momentum, we need to invest in efforts that support families that live in the area as well as those that visit from elsewhere. This project will provide a world class destination for families and will attract families from across the area to participate in educational activities.

I look forward to the excitement and new opportunities this project will bring to our Downtown partners. The investment in this effort will see returns many times over when measuring its impact on Medford and the surrounding area.

Sincerely,

A handwritten signature in cursive script that reads "Lindsay Berryman". The signature is written in black ink and is positioned above the printed name.

Lindsay Berryman