



Golden LEAF CBGI Pre-LOI Application

Name of Organization: KidSenses, Inc.

Project Title: The FACTORY: A Place to Meet and Make

From the list below, select up to four project outcomes that you will use to gauge the success of your proposed project.

EXPECTED PROJECT OUTCOMES

Below, select up to four project outcomes that you will use to gauge the success of your proposed project.

Job Creation and Economic Investment

Collaborate with the Economic Development Partnership of N.C., N.C. Department of Commerce, local governments, and organizations to provide funding to assist with job creation. Support healthcare as an economic development engine in rural and economically distressed areas of North Carolina.

- ☐ Investment in publicly owned infrastructure
- ☒ Investment in privately owned property, plant, and equipment
- ☒ New full-time jobs created
- ☐ Average annual wage of new full-time jobs
- ☐ Business start-ups

Workforce Preparedness

Increase the number of qualified individuals with skills aligned with current and future needs of North Carolina businesses. Prepare students with the technical and life skills necessary to enter work.

- ☐ Increase in students completing at least one curriculum program in the area funded.
- ☐ Increase in students completing at least one continuing education course or program in the area funded.
- ☐ Increase in students earning at least one industry/third-party credential certification, license, or other credential (non-academic) in the area funded.
- ☐ Increase in students completing Career Technical Education (CTE) pathways in the area funded.
- ☒ Increase in students participating in work-based learning.
- ☒ Increase in students receiving meaningful exposure and opportunities to explore local career opportunities.

Agriculture

Support agriculture as a means of promoting economic development.

- ☐ Number of participants at agricultural trainings
- ☐ New publications directed toward farmers

- ☐ Monthly use of agricultural facilities that benefit farmers

Community Competitiveness, Capacity, and Vitality

Support other opportunities to promote economic development through critical infrastructure and employment of health care professionals.

- ☐ Investment in public infrastructure
- ☐ Number of homes, businesses, and institutions served by new broadband access
- ☐ Number of rural leaders receiving training or coaching
- ☐ Number of people employed in targeted fields

The Stage 1 Application form requires responses to the following four short answer questions.

1. Briefly describe your project: Explain what will be done, how much time will be needed to complete the project, what will be accomplished, and the area and population served. Describe how your project will benefit tobacco-dependent, economically distressed and/or rural communities and the people who live there. (Word limit 200)

Many of the youth in our region are at risk and lack the means and opportunity to transition to a prosperous and meaningful future. KidSenses Museum is creating a facility entitled The FACTORY to engage youth age eleven into their teens, a critical age range. We plan to empower them to direct their lives in a productive manner. Personal responsibility fosters a positive attitude toward community health and sustainability.

There will be four zones of engagement. The Tech Lab will enable young visionaries to become conversant with 21st Century tools. The Idea Zone will have presentation media to facilitate conversation and collaboration. The Food Studio is a fully equipped kitchen in which youth can explore the culinary arts while learning about nutrition. The Make It Place will have familiar tools – both power and manual – “tools of the trades”. We will provide the resources to help our young visitors create what they imagine.

Phase 2 is currently underway and will be completed early November, 2021. Phase 3 (interior renovations) will commence soon after, and we anticipate completion of the project mid to late 2022.

The expanded KidSenses/FACTORY campus will become a rich community resource, attracting visitors and residents to Rutherford County.

2. Describe how the project will meet the proposed outcomes checked in the Expected Project Outcomes section (see details at the end of this document). How will progress and success be measured? What specific data or documentation will be used and/or collected to measure outcomes? (Word limit 150)

The activity areas will help youth transition from being mere consumers of information and products, to becoming active creators and innovators. We will stimulate curiosity, facilitate creativity, and help youth think about work in a personally meaningful way. Our goal is to promote the joy and importance of life-long learning.

The nature of work is changing. Today and into the future, success in the work environment will require our children to be innovative, entrepreneurial, and collaborative. Not only will these traits be required for personal success, but also, these are the attributes which will help our youth meet the professional and environmental needs of the future.

Success will be measured in two ways. First, will be the completion of The FACTORY. Second, we anticipate hosting 30,000 visitors annually. Attendance will be tallied and feedback will be solicited continually with visitor surveys, observation, and input from outside consultants and partners.

3. Describe plans to sustain funding for your project beyond the grant. (Word limit 150)

KidSenses and The FACTORY is funded by earned and contributed income. Earned revenue consists of admission, birthday party rentals, facility rentals, field trips and educational outreach programs, gift shop sales, memberships, etc. Contributed income consists of corporate and financial grants, individual and corporate sponsorships, gifts, and donations.

With the completion of The FACTORY the museum will have expanded from 11,000 square feet to comprise a 27,000 square-foot complex. We will attract a greater number of visitors from a broader geographic region. We anticipate doubling our earned revenue and broadening our contributed donor base.

Additionally there will be considerable economies of scale. We will not need to duplicate administrative staff positions, and moving our administrative staff to The FACTORY will reduce our current overhead. At present this staff is housed in a separate rented facility.

4. Organizational History – Briefly describe the applicant's history, current programs and accomplishments. Include a short summary of its mission, goals and objectives and any examples of similar projects implemented by the organization. (Word limit 150)

Opened 16 years ago, KidSenses Interactive Children's Museum has enriched the lives of thousands of children from Rutherford County and beyond. Over a half million visits later, KidSenses continues to be a major family destination. The 11,000 square foot museum houses numerous immersive hands-on environments, all of which offer rich opportunities to learn through play. Its creation and continued success have provided a template for creating the FACTORY project.

Currently, we offer exhibits and programs for youth from infants to those around age ten. Through exhibits and programs, we help nurture early childhood intellectual and social development. We partner with schools, libraries and other organizations to provide exciting and informative education programs all of which have been designed to support the North Carolina State core curricula. We host about 30,000 visitors a year, and we reach a like amount through outreach programs within a 20-county region.

Certification and Signature Form

Please secure the signatures of two officials representing the applicant organization. For 501(c)(3) organizations, one signature must be that of a member of the applicant organization's board of directors.

AGREEMENT and CERTIFICATION

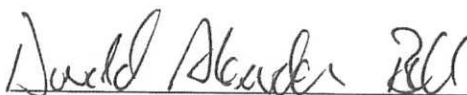
By signing below, we affirm that we are authorized representatives and have the authority to act on behalf of the organization applying for this Golden LEAF grant. We further agree and acknowledge the following: the information provided in this material is correct and complete; the funds granted by Golden LEAF will be used exclusively for charitable, scientific, educational or other tax-exempt public purposes; and, requests for funding and all supporting information submitted to Golden LEAF are subject to the Public Records Act, and therefore available for public inspection.

For KidSenses, Inc.
Applicant Organization

Signature  Date 8/20/2021

Name John Willard Whitson
First Middle/Initial Last

Title Executive Director

Signature  Date 8/20/2021

Name Donald Alexander Bell
First Middle/Initial Last

Title

Board President



301 North Winstead Avenue, Rocky Mount, NC 27804
Phone: 252-442-7474 Toll Free: 888-684-8404
www.goldenleaf.org

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Project Budget Form

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Estimates for furnishings and program equipment result from KidSenses staff research.

The dollar amounts noted on budget form illustrate that the building purchase and both phases 1 and 2 are fully funded.

Phase 1 consisted of structural renovation and stabilization of the nearly 100 year-old-structure. Phase 2 included the construction of an addition to the building and plumbing infrastructure.

Phase 3 (\$750,000) will consist of interior renovation including interior renovations, finishes, utilities infrastructure.

FF&E (\$250,000) will include furnishings for both the Zones of Engagement and back of house offices and support areas, maintenance equipment, and furnishings.

Zones of Engagement program equipment (\$250,000) includes technology for the Tech lab, tools and equipment for the Make It Place, Appliances and equipment for the Food Studio, and presentation media for the Idea Lab.

Additionally, the Discovery Garden reenvisioning (\$150,000) will include numerous outdoor interactive program areas.