

CITY COUNCIL MEMORANDUM
10-08

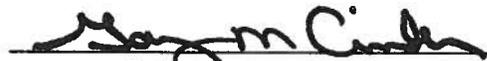
DATE: March 18, 2010
TO: Honorable Mayor and Members of City Council
FROM: Gary M. Cinder, Interim City Manager
SUBJECT: WORK SESSION AGENDA – MARCH 22, 2010

A work session is scheduled for Monday, March 22, 2010, at **6:30 p.m. in the Multipurpose Room at the Central Services Complex.**

The agenda is as follows:

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| I. | Welcome and Introductory Remarks | Gary M. Cinder
Interim City Manager |
| II. | Children's Museum of Oak Ridge | Bill Dials
Board of Trustees |

As always, feel free to contact me at 425-3550 should you have any questions.


Gary M. Cinder

Attachments

Copy: Kenneth R. Krushenski, City Attorney
Steven W. Jenkins, Deputy City Manager
Amy Fitzgerald, Government and Public Affairs Coordinator
Children's Museum of Oak Ridge

CHILDREN'S MUSEUM OF OAK RIDGE

Hands-On Experiences – Life-Long Learning

Children's Museum of Oak Ridge is where play and learning come together to create a great intergenerational museum experience. Children's Museum is a regional family museum with something of interest for all ages. Its 20 plus exhibits cover areas such as Appalachian History, Oak Ridge History, International Cultures, Natural History, World of Trains, TVA Waterworks, a life-size Dollhouse, a Rainforest and an upcoming Kids Go Green! Environmental Learning Center and Garden.

In the spring of 2009, Children's Museum was presented the Award of Excellence from the Tennessee Association of Museums and in the fall, the Award of Excellence from the Southeastern Museum Conference. These awards are for the museum's newest exhibit, "At Home in Appalachia: A Summer's Day with Sarah and Jonah".

Classes are presented year around at the museum and in outreach programs in the visual arts, music, sciences, history, world cultures and other fun and engaging subjects. The Museum's After School Program offers enriching experiences for neighborhood children covering areas such as Life-Skills, Career Options, music, drama, arts & crafts, citizenship and other great subjects. School and summer camp tours from surrounding counties are booked throughout the year and are a wonderful source for enriching school and camp curriculums. The Museum sponsors a Youth Advisory Council represented by students selected by the principal from each school in Oak Ridge. This program provides student input for Museum programs and exhibits while offering enriching programs for the council monthly. Children's Museum has Traveling Trunks available for teachers that correspond to museum exhibits, filled with artifacts, lesson plans and other activities. An extensive summer camp program, Imagination Station, offers seven weeks of full-day and half-day camps for ages 3-12 years. Our teen volunteer program provides leadership experiences for ages 13 – 19 as they learn about museum operations, assist teachers with classes and camps and use their talents and skills to help museum staff with special projects.

The Museum's newest project a Kids Go Green! Environmental Learning Center and Garden is underway and promises to be an excellent educational center for children's outdoor activities and environmental studies.

The Museum's volunteer program is ongoing and involves adults as well as teens. Volunteers are the strength of the Museum and assist with events, serve as docents, supervise the front desk, help with fundraising, apply their skills with tools and even lend a hand in the gardens. Opportunities for fulfilling and interesting volunteer work abound at the Museum.

Annual family events include International Festival, Celebration of the Young Child and special guest performers and musicians such as John McCutcheon. These events offer family fun and entertainment throughout the year.

CHILDREN'S MUSEUM OF OAK RIDGE

Education

1. Children's Museum serves as an educational resource that extends and enriches the National Curriculum Standards.
2. Offers outreach programs to surrounding counties in East Tennessee (Anderson, Roane, Morgan, Union, Scott)
3. Enriches the educational landscape for families in the region.
4. Provides an enriching summer program with all day camps for ages 3-12 and an extensive summer youth volunteer program.

Serves as a major attraction for the city

5. Children's Museum has over 37,000 visitors each year.
6. Attracts families to Oak Ridge area.
7. Attracts visitors from all over the U.S.
8. Is a destination attraction for the area and stands at the gateway to the Cumberland Plateau
9. Works with the city to attract new families and tourists.
10. Children's Museum is the primary arts & cultural center for children in Anderson, Roane, Loudon, Morgan, and other surrounding counties.

Is a place where intergenerational and life-long learning take place

11. Provides a place where families can learn, play and grow together.

Collections

12. Is a repository for the regions history Appalachian & Early Oak Ridge.
13. Has over 20,000 artifacts in its collection (5 areas of collection: Appalachian, Early Oak Ridge, International, Americana, Natural History)

Unique space for family learning

14. Has 54, 000 square feet.
15. Housed in a historical 1940s schoolhouse.
16. Has over 20 exhibit areas,
17. Classrooms that include a well equipped pottery studio, a music studio, a crafts studio, a science lab, and a painting studio.
18. Has a 1000 sq. ft. exhibit gallery that showcases touring exhibits, in-house exhibits and other hands-on nationally recognized exhibits for children and families.
19. Has gym and meeting rooms available to groups for activities.

Volunteers

20. Has an adult volunteer base of over 50 and a youth volunteer base of over 100.
21. The youth volunteer program TLC (Teen Leadership Corp) teaches responsibility, leadership, interpersonal skills, work ethics, community spirit, and valuable skills in working with children in an educational setting.

After School programs

22. Provides after school programs for at risk children from Willow Brook Elementary School
23. Teaches life skills and career options
24. Exposes students to the museum's exhibits, community leaders, classes and programs.

Children's Museum of Oak Ridge

Why we are unique

25. Children's Museum is unique in its scope of offering exhibits & programming in history, international cultures, environmental studies and the arts.
26. We are unique as a children's museum that has a collection.
27. Because we are a children's history museum.
28. Because our events focus heavily on families and family values.
29. Each exhibit area offers something for all ages, parents and children.
30. The Museum's exhibits reflect our collection and community interests.

Festivals, Concerts and Events

31. Is a venue for family entertainment that highlights local and nationally recognized performers.
32. Has one major festival : International Festival
33. Sponsors Celebration of the Young Child for preschool children
34. Has concerts and other special performances throughout the year.
35. Presents an elegant annual fundraising Gala to benefit the museum's projects that has become one of the most outstanding galas in the city.

Major Points

1. Children's Museum is an important player in attracting visitors, businesses and new families to the area.
2. People want to live where they are near a children's museum.
3. Children's Museum is an asset to the city's educational resources providing enrichment and support for National Curriculum Standards in public school education.
4. The Museum is the hub of the Highland View revitalization project, legitimizing the importance of the neighborhood for the city.
5. The Museum is a regional attraction and a destination for travelers throughout the United States.
6. We are a nationally recognized award-winning museum.
7. One of only 6 in the entire state of Tennessee and one of 4 in East Tennessee (Chattanooga, Knoxville, Oak Ridge and Johnson City)

Note: Only including those that belong to the Association of Children's Museums. Some museums belong to science consortiums..

8. Children's Museums are a hot commodity nationally and internationally. A growing number of cities are seeking funds to start a children's museum and people want to live where they are near a children's museum.
9. Children's Museum's strategic plans include extensive updates, upgrades and renovations to its facilities. This initiative is already underway.



Unlock the Secrets of America's Secret City

March 15, 2010

Honorable Mayor Tom Beehan
Members of City Council
City of Oak Ridge
PO Box 1
Oak Ridge, TN 37830

Dear Mayor Beehan and Members of City Council:

In Oak Ridge, the story of our unique history is told in many ways. Visitors come from around the world to discover our role in the Manhattan Project and the impact we had on ending World War II. They also come to learn about the science and technology that made the end of the war possible, discover the intense work that was done for the Cold War, and to hear the personal stories of the 75,000 workers who were here during the height of the war. The Children's Museum of Oak Ridge plays a vital role in telling the story and is integral to Oak Ridge tourism.

Offering a hands-on look at not only Oak Ridge but also the history of our area, the Children's Museum of Oak Ridge is also an incredible cultural center. From its exhibits on Appalachian culture, to its outstanding display of life in Oak Ridge, to an awesome look back at toys from our history, a life-size Doll House and a history of trains, the Children's Museum has something for every age and interest.

Since its creation by the local Girl Scouts in 1973, the museum has been a beacon in our community. The organization provides a safe, fun alternative for after-school care for children who live in the Highland View neighborhood, offering many programs and activities that enhance children's lives. There are programs available to all families, from drum classes and pottery, to programs that showcase local and regional artists, to incredible summer camp programs for the preschool and elementary age groups. They also offer first-class events, such as the International Festival.

The Oak Ridge Convention & Visitors Bureau relies on the museum to help us tell the Oak Ridge story to visitors, VIPs, and the media. The museum is an integral part of our community, an important tourism product, and a historical asset for the region. We applaud the museum for its continued dedication and success in enhancing the lives of children in East Tennessee.

Warm regards,

A handwritten signature in black ink that reads "Katy Brown". The signature is written in a cursive, flowing style.

Katy Brown
President



**OAK RIDGE HERITAGE AND
PRESERVATION ASSOCIATION
102 ROBERTSVILLE ROAD
OAK RIDGE, TENNESSEE 37830**

March 15, 2010

Dear Council members,

This is a letter in support of The Children's Museum of Oak Ridge (CMOR).

The Oak Ridge Heritage and Preservation Association (ORHPA) supports the Children's Museum of Oak Ridge and recognizes that it is an asset to the City of Oak Ridge.

CMOR promotes the history and heritage of Oak Ridge and the region through related displays, interactive exhibits, classes, camps, and outreach programs. The museum fosters pride in Oak Ridge and encourages young families to move here.

CMOR is a resource for Oak Ridge and regional historic studies. The museum has a Regional Appalachian Center Library, hundreds of artifacts and documents and a staff willing to help anyone wanting to learn more about the region and its history. They also own several historically important collections such as the personal papers of Alvin Weinberg, the Charles Vanden Bulck Collection, the Manhattan Project photographs and cameras of Ed Westcott, and many other collections of documents and photographs donated by residents of Oak Ridge.

Heritage tourism is important to Oak Ridge and CMOR welcomes people from all over the country and the world. When families visit a new city they often look for a children's museum.

CMOR is also responsible for the Manhattan Project Dormitory exhibit located next to the Oak Ridge Convention and Visitors Bureau inside our building.

The Children's Museum owns and is located in the building that was once the Manhattan Project's Highland View School and 37 years ago saved it from demolition by obtaining it from the City and converting it into a museum. The museum's success should be an example to any revitalization effort.

We wish to acknowledge the importance of the Children's Museum of Oak Ridge and we urge the City Council to support their efforts.

Sincerely,



David Bradshaw
President, Oak Ridge Heritage and Preservation Association