# ERIE COUNTY LEGISLATURE
# BUDGET ACCOUNTABILITY ACT

## ERIE COUNTY FUNDING EXPENDITURE WORKSHEET

# 2013
# CLOSE-OUT REPORT FORM

1. NAME OF AGENCY, INSTITUTION, OR ORGANIZATION RECEIVING ERIE COUNTY FUNDING – 2013

   EXPLORE & MORE CHILDRENS MUSEUM
   300 GLEED AVE
   E AURORA, NY 14052

2. AMOUNT OF FUNDING RECEIVED

   $ 21,600

3. HAS THE MONEY ALLOCATED BEEN SPENT?

   YES ✓ NO _____

   IF NO, EXPLAIN BRIEFLY WHY

   _____

   _____

   _____

   _____

4. PROGRAMS, ACTIVITIES, EQUIPMENT AND/OR OTHER PROJECT(S):

   *LIST EACH ITEM AND STATUS OF EACH ITEM* Program List enclosed

   Program(s) Performed _____

   *Status* _____

Equipment Purchased _____

*Status* _____

Activity Implemented _____

*Status* _____

Project(s) Implemented _____

*Status* _____

5. ATTACH SUPPORTING DOCUMENTATION COPIES TO VERIFY FUNDING EXPENDITURE(S).

CONTACT: BARBARA P. LEGGETT

SIGNATURE: Barbara P. Leggett

DATE CLOSE-OUT REPORT COMPLETED: September 23, 2013

TELEPHONE NO.: 716-655-5131

FAX NO.: 716-655-5466

E-MAIL: bpleggett@exploreandmore.org

Return to: Deputy Clerk, Erie County Legislature
92 Franklin Street, 4th Floor
Buffalo, NY 14202

Or Fax to: **716/858-8895**

Or E-Mail to: cerronij@erie.gov

**Explore More Children's Museum**
**On-Site Programs to the General Public**
**Daily Attendance Tally: January - August 2013**

| Date | Event Name | Attendance/Paying | Attendance/Members |
|---|---|---|---|
| | | | |
| Jan-13 | 5 Explore Even More | 207 | 286 |
| 1/12/13 | Activity Day - Let's Get Physical | 132 | 86 |
| 1/21/13 | Activity Day - MLK Day-Puppet Show, Mak | 190 | 223 |
| 1/26/13 | Activity Day - Let's Get Physical | 122 | 97 |
| 13-Feb | 3 Explore Even More | 111 | 181 |
| 2/3/13 | Concert - Flannery Brothers | 68 | 32 |
| 2/9/13 | Activity Day - Let's Get Physical | 123 | 91 |
| 2/18/13 | Activity Day - Concert - Dave Ruch | 274 | 174 |
| 2/19/13 | Activity Day - Snakebooks | 111 | 146 |
| 2/20/13 | Activity Day - Chinese New Year | 228 | 197 |
| 2/21/13 | Activity Day - Felted Snakes | 259 | 208 |
| 2/22/13 | Activity Day - Texas Snowflakes | 291 | 172 |
| 2/23/13 | Activity Day - Let's Get Physical | 281 | 72 |
| Mar-13 | 4 Explore Even More | 178 | 305 |
| 3/9/13 | Activity Day - Let's Get Physical | 307 | 73 |
| 3/23/13 | Activity Day - Let's Get Physical | 180 | 62 |
| 3/29/13 | Activity Day - Bunny Rolls | 156 | 166 |
| Apr-13 | 3 Explore Even More | 99 | 171 |
| 4/1/13 | Activity Day - Dyngus Day - Funded in pa | 228 | 136 |
| 4/2/13 | Activity Day - Ethiopia | 255 | 80 |
| 4/3/13 | Activity Day - Puerto Rico | 270 | 221 |
| 4/4/13 | Activity Day - Yemen | 221 | 158 |
| 4/5/13 | Activity Day - Burma | 271 | 170 |
| May-13 | 5 Explore Even More | 158 | 221 |
| 7/3/13 | Wed. WOW - American Celebraton | 104 | 79 |
| 7/10/13 | Wed. WOW - Tanabata | 134 | 73 |
| 7/17/13 | Wed. WOW - Math | 107 | 72 |
| 7/24/13 | Wed. WOW - Animals | 128 | 98 |
| 7/31/13 | Wed. WOW - Mandalas | 58 | 51 |
| 8/8/13 | Wed. WOW - Rocks | 131 | 67 |
| 8/14/13 | Wed. WOW - Pets | 105 | 105 |
| 8/21/13 | Wed. WOW - Iroquois Day - Funded in pa | 33 | 78 |
| 8/23/13 | Wed. WOW - Summer Fun | 163 | 141 |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Note: Does not include special programs for specific audiences (i.e. school groups, Scout Nights, Au-Some Evenings) or the Touch-A-Truck fundraising event which had 2500+ attending

Explore More Children's Museum
Expenditures
January 1 - August 31, 2013

| Expense | Jan - Aug '13 | Erie Co. Funds | Notes |
|---|---|---|---|
| Activities - expense | 11,827.55 | 7,554.00 | Restricted grants cover remaining costs |
| Advertising | 18,566.76 | | |
| Birthday Parties | 2,662.03 | | |
| Docents/Volunteers | 421.80 | | |
| Dues and Subscriptions | 837.00 | | |
| Education/Programming | 10,673.87 | | |
| Exhibits | 2,669.88 | | |
| Facilities/Maintenance | 26,308.86 | | |
| Fundraising | 11,911.89 | | |
| Insurance | 5,331.30 | | |
| Merchant Services | 2,777.09 | | |
| Office Supplies/Admin | 16,960.16 | | |
| Payroll Expenses | 239,628.85 | 14,046.00 | Education & Exhibit staffing |
| Postage and Delivery | 1,081.07 | | represents < 6% of museum payroll |
| Professional Fees | 129,005.00 | | |
| Public Relations/Mktg | 1,207.00 | | |
| Publications | 1,968.14 | | |
| Rent | 19,027.36 | | |
| Retail Inventory | 4,424.23 | | |
| Staff/Board Training | 31,120.21 | | |
| Telephone/Internet | 3,488.67 | | |
| Bank Service Charges | 133.00 | | |
| Payroll Service | 1,479.49 | | |
| | **$543,511.21** | **$21,600.00** | |

Explore More Children's Museum
Activity Day Expenses
January 1 - August 31, 2013

| Date | Name | Memo | Amount |
|---|---|---|---|
| 01/07/13 | Fun and Function | Let's Get Physical - tunnel, crash mat, cover | $315.81 |
| 01/16/13 | Tops Markets, LLC | EEM (Explore Even More) free preschool program-supplies | $10.18 |
| 01/16/13 | Alli Pelletreau | LGP (Lets Get Physical) free gym program- 1/12/13 | $55.00 |
| 01/21/13 | Kids on the Block of WNY | MLK - puppet show | $150.00 |
| 01/28/13 | Vidler's | Apple Day - rolling pins,pastry brushes | $21.16 |
| 01/28/13 | Vidler's | EEM (Explore Even More) free preschool program-supplies | $69.18 |
| 01/28/13 | Harrisville Designs, Inc. | Feb. Break - Snake craft - fleece for felting | $32.00 |
| 01/28/13 | Adriana DeJong | MLK - felt for puppet making | $5.25 |
| 01/28/13 | Adriana DeJong | MLK - socks for puppet making | $42.02 |
| 01/31/13 | Alli Pelletreau | LGP (Lets Get Physical) free gym program- 1/26/13 | $55.00 |
| 02/01/13 | Flannery Brothers | Concert | $200.00 |
| 02/02/13 | Buffalo Audubon Society, Inc. | Feb. Break - Snake program | $150.00 |
| 02/08/13 | Robert A. Gott | CNY - lion dance | $250.00 |
| 02/08/13 | Tops Markets, LLC | EEM (Explore Even More) free preschool program-supplies | $187.87 |
| 02/08/13 | Dave Ruch | Feb. Break - Pres. Day concert | $300.00 |
| 02/08/13 | Adam Michael | Winter Break - magician | $275.00 |
| 02/19/13 | | CNY - rice cakes from Chi-Ming | $20.00 |
| 02/20/13 | Martyn Printing & Graphics | CNY - paper for masks | $9.00 |
| 02/20/13 | Adriana DeJong | Feb. Break - Pres. Day - flag cake supplies | $113.43 |
| 02/22/13 | Eric Crittenden | Feb. Break - music performance | $300.00 |
| 02/25/13 | Western New York Book Arts Collaborative | Feb. Break - Snake Books | $200.00 |
| 02/25/13 | Alli Pelletreau | LGP (Lets Get Physical) free gym program- 2/21,2/23/2013 | $105.00 |
| 03/04/13 | Sun Food Market | April Break - Burma program - food | $143.00 |
| 03/06/13 | EZ Mandarin of Western New York, LLC | CNY (Chinese New Year) - Caligraphy presenter | $200.00 |
| 03/11/13 | Ying Rath | CNY -Chinese food for sampling | $85.48 |
| 03/11/13 | Alli Pelletreau | LGP (Lets Get Physical) free gym program-3/9/13 | $25.00 |
| 03/20/13 | Ponybeadstore.com | April Break - Ethiopia program - beads | $44.99 |
| 03/20/13 | Tops Markets, LLC | EEM (Explore Even More) free preschool program-supplies | $44.36 |
| 03/25/13 | Blick Art Materials | April Break - watercolor paint,construc. paper | $31.54 |
| 03/26/13 | Discount School Supply | April Break - craft supplies | $86.38 |
| 03/26/13 | Dover Publications | April Break - Yemen program - Tattoos | $22.68 |
| 03/26/13 | Alli Pelletreau | LGP (Lets Get Physical) free gym program- 3/23/13 | $60.00 |
| 03/27/13 | Complete Business Systems | April Break - Ellison star die | $35.93 |
| 04/08/13 | American Paint Paddle | April Break - 1,000 paint sticks, imprinted | $120.15 |
| 04/08/13 | Explor-A-World LLC | April Break - Ethiopia presentation | $160.00 |
| 04/08/13 | Adriana DeJong | April Break - Puerto Rico food & plates | $80.98 |
| 04/08/13 | José A. Rodriguez | April Break - Puerto Rico performance | $350.00 |
| 04/08/13 | Rabia Ali | April Break - Yemen presenter | $200.00 |
| 04/08/13 | Musial, Susan | EEM (Explore Even More) free preschool program-supplies | $133.57 |
| 04/08/13 | Tops Markets, LLC | EEM (Explore Even More) free preschool program-supplies | $40.79 |
| 04/09/13 | Rabia Ali | April Break - Yemen program - clothing & stencil presenter | $35.00 |
| 04/16/13 | International Institute of Buffalo | April Break - Burma program | $200.00 |
| 04/16/13 | Quill | April Break - Burma program - brads for shadow puppets | $6.22 |
| 04/16/13 | Adriana DeJong | April Break - craft supplies | $39.62 |
| 05/15/13 | Claudia Newton | April Break - Burma program - clothing, food | $174.67 |
| 05/15/13 | Claudia Newton | April Week - mileage | $94.41 |
| 05/29/13 | Musial, Susan | April Break - Puerto Rico - music | $15.00 |
| 05/29/13 | Musial, Susan | EEM (Explore Even More) free preschool program-supplies | $157.61 |
| 06/25/13 | Adriana DeJong | Wed. WOW - Rock Day | $6.99 |
| 07/03/13 | Blick Art Materials | Wed. WOW - Tanabata -carp kites,marbling supplies | $66.08 |
| 07/10/13 | The Band Anastazja | Wed. WOW - American Celebration Concert | $350.00 |
| 07/10/13 | Young Audiences of WNY | Wed. WOW - Tanabata program | $390.00 |
| 07/17/13 | Young Audiences of WNY | Wed. WOW - Math Day -Wondermakers mathmagic | $410.00 |
| 07/23/13 | Adriana DeJong | Wed. WOW - American Celebration - fabric for capes | $20.90 |
| 07/23/13 | Adriana DeJong | Wed. WOW - American Celebration - fabric, starch | $9.24 |
| 07/23/13 | Young Audiences of WNY | Wed. WOW - Animal Day - PUSH Theater | $330.00 |
| 07/23/13 | Adriana DeJong | Wed. WOW - Mandalas - Rug for Labyrinth | $93.18 |
| 07/23/13 | Young Audiences of WNY | Wed. WOW - Mandalas Workshop Jen Russo | $195.00 |
| 08/01/13 | Adriana DeJong | April Break - Puerto Rico - mileage to bakery | $26.89 |
| 08/01/13 | John Newton | Wed. WOW - Math Day - worksop | $100.00 |
| 08/22/13 | Adriana DeJong | Wed. WOW - Rock Day - rocks for painting | $14.94 |
| 08/29/13 | Adriana DeJong | Wed. WOW - playdough, lemonade | $87.50 |
| | | **TOTAL** | **$7,554.00** |

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East Aurora, NY 14052

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716.655.5466 fax
www.exploreandmore.org

explore&more
children's museum

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September 23, 2013

Mr. James J. Cerroni Jr,
Deputy Clerk
93 Franklin Street, 4th Floor
Buffalo, NY 14202

Dear Mr. Cerroni,

Please accept our thanks for Erie County's 2013 support of Explore & More Children's Museum. So far, 2013 has been an incredible year of growth and planning for the museum — thanks in part to your general operating support.

Enclosed is the museum's completed Close-Out report, a list of our programs to the general public held at the museum YTD, and a summary of our expenses for these programs not covered by restricted grants. In addition, you will also find a summary of expenses YTD, with a note on where Erie County funding has supplemented the museum's other income sources.

It's been an incredible year of growth for the museum. In addition to seeing a 12.4% increase in attendance (YTD, July 31) and expanded offsite program participation (in July alone, there was a 62.8% increase), Explore & More has had multiple priorities for 2013. Below is our progress.

**MASTER PLANNING - EXPLORING BUFFALO & MORE**

The Master Planning process focused on three primary goals:

Operations Planning (attendance, pro forma budgets for Y1 – Y3, staffing)
Exhibit Concept Development (community feedback, national models)
Architectural Needs (floor plan, visitor experiences, operations efficiencies)

The Master Plan included 300 interviews, stakeholder meetings and focus groups exploring the priorities of the region — including exhibit concepts, educational priorities and funding principles. The financial assessments were developed both bottom-up (looking at regional population, demographics, drive-times, and local cultural venues) and top-down (benchmarking 22 children's museums in similarly-sized communities). The process was comprehensive — to such an extent that Explore & More has been asked to present it at the 2014 Association of Children's Museum conference as a model for best practices.

**CAPITAL CAMPAIGN FEASIBILITY STUDY & PLAN**

Explore & More's campaign study included nearly 100 interviews with community leaders, as well as a detailed search for potential funders on the national, state and regional level. The study demonstrated that the museum is able to raise $10 million for a new museum on the Buffalo Waterfront.

## Education Plan

Through a grant from the Federal Institute of Museum & Library Services, Explore & More developed a detailed plan for educational programming and initiatives for 2013 – 2017. Using Harvard University's Balanced Scorecard, staff and members of the Education Committee evaluated current programs, developed long-term goals for program expansion and detailed needs assessment for incremental growth up to and including year one at Canalside.

## Staff Expansion

Explore & More has seen considerable growth and changes in staffing in the past year. The museum has added a full-time Director of Development and Exhibits Manager and shifted internal responsibilities to add part-time Marketing/PR Manager and Membership Coordinator. Several members of the Education staff have expanded hours as well. In addition, Explore & More was selected for and has welcomed a full-time Americorps VISTA employee to focus on developing partnerships and collaborations with agencies serving children living in poverty in our community.

## Partnerships

Explore & More has been approached by nearly two dozen non-profits about partnerships and has had discussions with many of them. For example, one of our long-standing partners, the Buffalo & Erie County Public Library is exploring with us the concept of a "kiosk" library branch (600 square feet) for children to get a library card and check out a book from a rotating small collection of books.

In September 2012, the museum launched Au-Some Evenings, welcoming families with children on the autism spectrum when it is closed to the public. This partnership includes Buffalo State College research on how children on the autism spectrum play in a museum setting and is impacting our planning for future exhibits.

Additional potential partnerships include joint programming, exhibits or use of facilities — with many of these focused on serving children living in poverty.

## Volunteer Expansion

Explore & More has seen a considerable increase volunteerism on both the day-to-day and committee levels. The Board committee structure has grown considerably, and the management of day-to-day volunteers has been improved substantially, with more improvements incorporated into the Education Plan.

## Additional Internal Updates

Explore & More updated its membership program to prepare for relocation to Buffalo. The museum is also expanding its marketing efforts, through the addition of staff and the guidance of an active advisory committee. Explore & More is assessing and updating many of its policies, including human resources, staff structure, emergency planning, requests for proposals procedures, et cetera.

Explore & More could not have accomplished all this without wonderful community support. Thank you again.

Sincerely,

Barbara Park Leggett
Executive Director