



City of Bloomington Common Council

Legislative Packet

Committee of the Whole

12 December 2007

Office of the Common Council
P.O. Box 100
401 North Morton Street
Bloomington, Indiana 47402

812.349.3409

council@bloomington.in.gov
<http://www.bloomington.in.gov>



To: Council Members
From: Council Office
Re: Weekly Packet Memo
Date: December 7, 2007

Packet Related Material

Memo

Agenda

Calendar

Notices and Agendas:

- **Council Sidewalk Committee** in the McCloskey Room on Tuesday, December 18th at noon

Legislative Items in this Packet for Discussion at Committee of the Whole on December 12th:

- **Res 07-18** To Approve Application and Authorize Grant From the Business Investment Incentive Loan Fund (WonderLab Museum of Science, Health and Technology, Petitioner)
 - Memo from Danise Alano, Director of Economic Development; EDC Res 07-07; Application (including Business Plan and Strategic Plan); BIILF Balance Sheet; Program Guidelines (*Available in the Council Office*)
Contact: Danise Alano at 349-3406 or alanod@bloomington.in.gov
- **Res 07-17** Supporting the Issuance and Sale of Economic Development Revenue Bonds - Re: Henderson Court Apartments, 2475 Winslow Court (Southport-Yarco, LLC, Petitioner)
 - Map of Site; Memo from Danise Alano, Director of Economic Development; Memo from Bond Counsel; Application for Tax Exempt Financing; Draft Report from the EDC to the Council; EDC Res 07-08 (forthcoming); List of Recommendations from the Planning Department (forthcoming); Photos
Contact: Danise Alano at 349-3406 or alanod@bloomington.in.gov

Legislative Items in the [5 December 2007](#) Council Legislative Packet Ready for Discussion at the Committee of the Whole on December 12th:

- **Ord 07-30** To Amend Title 2 of the Bloomington Municipal Code Entitled “Boards, Commissions And Councils” - Re: Administration of the City’s Cemeteries
Contact: Patty Mulvihill at 349-3426 or mulvihip@bloomington.in.gov
- **Ord 07-28** To Amend Title 10 of the Bloomington Municipal Code Entitled “Wastewater” - Re: Addition of Chapter 10.21 Entitled “Construction Site and Post Construction Stormwater Control”
Contact: Vickie Renfrow at 349-3557 or renfrowv@bloomington.in.gov
- **Ord 07-29** To Vacate a Public Parcel - Re: Three Alley Rights-of-Way Segments in the 300 Block of South Walnut and South College Including segments running : 1) north/south from Third Street south about 257 feet; 2) east/west from College Avenue east about 145 feet and intersecting with the first segment; and, 3) north/south from the first segment south about 69 feet (Downtown Redevelopment Partners, LLC, Petitioner)
Contact: Lynne Darland at 349-3529 or darlandl@bloomington.in.gov

Memo

**Five Items Ready for Discussion
at the Committee of the Whole on December 12th**

There are three ordinances and two resolutions ready for discussion at the Committee of the Whole next Wednesday. The information regarding the three ordinances can be found in the [5 December 2007](#) Council Legislative Packet and the information regarding the two resolutions can be found herein.

New Items for Discussion at the Committee of the Whole

Item One – Res 07-18 - Authorizing a \$25,000 Grant from the Bloomington Business Investment Incentive Fund (BIIF) to WonderLab to Construct an Exhibits and Program Support Center

Res 07-18 authorizes a \$25,000 non-profit initiative grant from the Bloomington Investment Incentive Fund (BIIF) program to WonderLab to construct a \$56,000 Exhibits and Support Center.

History of Fund and Purposes of the BIIF

The BIIF was created in 1986 with some of the money (\$400,000) paid by certain west side industries in lieu of their annexation into the City pursuant to Ord 86-04. The guidelines for the program were initially established by Res 86-06 and then significantly amended in 1999 by Res 99-17. At present, the fund has a balance of \$594,617, with two loans totaling approximately \$117,440 outstanding. The small grant initiative is a relatively minor portion of the Bloomington Investment Incentive Fund program which is intended to improve the economic vitality of our community and includes loans targeting:

- The retention, expansion, and attraction of businesses within or contiguous with the City or within the Areas Intended for Annexation (AIFA);
- Businesses within the Downtown Development Opportunity Overlay (DDOO) (now known as the Commercial Downtown [CD] district);
- Businesses forced to relocate due to public projects;
- Business supported child care facilities; and
- Businesses disrupted due to City Public Works projects.

Request and Purpose of the Non-Profit Grant Initiative

The non-profit grant initiative offers small, matching grants to encourage capital investments to facilities owned or operated by certain non-profits in the Downtown Development Opportunity Overlay (DDOO) district (which is now known as the Downtown Commercial [CD] district). These non-profits must have a retail or commercial activity - such as performance venues, galleries, and retail shops - as their primary purpose. The grants may be as high as \$25,000 and must be matched by at least an equivalent amount of eligible project costs. They are made in lieu of loans and may only be given to an entity once every five years.

In this case, WonderLab wishes to use the \$25,000 grant for the first phase of a two-phase project to improve the capacity of the museum to create and maintain exhibits and programs - which its 5-year strategic plan recommends in order to attract more visitors. The first phase would cost \$56,600 and should be complete in 2008. It would replace a 12' x 16' unheated shed in the garden with an architecturally compatible, insulated, climate controlled 18' x 24' building that will greatly expand the work and storage space for the Exhibits Department. The second phase would convert a one-level area in the main building to two levels that would almost triple the workspace and almost double the storage space to be used by the Gallery and Program staff. It should be complete in 2009.

Highlights of BAAC Application For Grant

In November, WonderLab submitted an application to the City and later that month the Economic Development Commission adopted a resolution recommending its approval. The eligibility and evaluation criteria for applications under the small non-profit grant and its umbrella loan program are briefly addressed below. Please note that some of the evaluation criteria only apply to the downtown loan program and are not relevant to applications under the grant program. The comments in *italics* are my efforts to apply the information in this application to the criteria.

Eligibility

- **Non-Profit** – *WonderLab is a non-profit entity.*
- **Capital Improvements to Facilities in DDOO (now known as the CD District)** – *WonderLab is requesting matching funds to replace a shed with a architecturally compatible, climate controlled Exhibits and Support Center located within the CD district.*
- **50% Matching Funds** – *WonderLab is seeking \$25,000 for a capital improvement project worth \$56,600.*
- **No Other Program Funds in Last 5 Years** - *WonderLab received \$25,000 in 2001 to help construct WonderLab Gift Shop (Res 01-28).*

Living Wage

WonderLab is a non-profit agency with nine full-time and 13 part-time employees whose salaries range from \$9.25 to \$19.62 per hour. The full-time employees are offered health insurance benefits worth about \$1,400 per month per employee. It appears that this agency is subject to the Living Wage ordinance and would need to close the gap between the actual wage and living wage (\$10.71) by 15% in 2008.

The cost to bring one part-time employee working 20 hours per week at \$9.25 per hour up to the Living Wage would be approximately \$230 per year.

Evaluation Criteria

- Strength of the business plan or proposal – N/A
- Projected impact on the economic vitality of the downtown
 - * *WonderLab provides jobs for 9 full-time and 13 part-time employees and estimates that it receives about 73,000 visits per year from children and adults who spend an additional \$250,000 at other businesses in the downtown when visiting the museum. The capital improvements are recommended in the 5-year strategic plan in order to enhance the visitor experience at the museum and attract more visits.*
- Use of grant to leverage other funds
 - * *WonderLab historically raises \$1 through on-site revenue (i.e. fees, sales and rentals) for each \$1 donation and expects to raise the remaining funds for this project through those on-site sources.*
- Nature and extent of security/guarantees - N/A
- Credit history - N/A
- Increases or decreases in the tax base
 - * *The grant will be used to make improvements that will be owned by a non-profit and will remain off the tax rolls.*
- Other City or State incentives (i.e., tax abatements)
 - * *The project is located in the Bloomington Urban Enterprise Zone and the Bloomington Entertainment and Arts District (BEAD) and, therefore, is eligible for benefits under those programs. It also received a \$25,000 BIIF grant in 2001 (with the adoption of Res 01-28).*
- Nature and extent of equity participation - N/A
- Approval of owner of property - N/A
- Compatibility with historic character of the downtown
 - * *The new building replaces a shed and is designed to be compatible with the main building.*

Item Two – Res 07-17 - Supporting Tax Exempt Financing for the Acquisition and Renovation of Henderson Courts (2475 Winslow Court)

Southport-Yarco, LLC (Yarco), out of Kansas City, Missouri, is seeking the support of the City of Bloomington in obtaining tax-exempt bonding to acquire and renovate Henderson Court Apartments at 2475 Winslow Court. According to the Memo from Danise Alano, Director of Economic Development, Yarko has about 12,000 such subsidized, low-income apartment units around the country and is well-regarded in its home state.

Given the State deadline for considering these kinds of projects and the timing of Yarco's submission of materials to the City, the Council Legislative Packet will be distributed before the City's Economic Development Commission (EDC) will take action on it (which is set for earlier on Wednesday, December 12th). For that reason, the packet materials will not include the final report and resolution from the EDC, nor the recommendations of the Plan Department regarding compliance with the UDO.

The Memo from Alano indicates that Henderson Court was built in 1979 with a HUD insured mortgage and houses Section 8 tenants in all of its 150 units. These units are situated in 15 buildings that are arrayed in five "U" shaped courts accessed off South Winslow Court. South Winslow Court lies two blocks east of South Henderson between East Graham Drive and Winslow Road. The entire project will cost no more than \$10.93 million - with about \$6.7 million needed to acquire the property, \$2.5 million needed to renovate the buildings, and the remainder needed for other costs associated with pursuing and financing the project. The petitioner states that none of the tenants will need to be displaced as a result of the renovations.

The renovations will "include new HVAC equipment, new kitchen and bath cabinets, floor coverings, windows, and patio doors" and, some new roofs. The Planning Department has reviewed the site and will recommend minor improvements to bring the project into "limited compliance" with the Unified Development Ordinance as is required for projects that need a building permit, but not an approval of a site plan. Those issues involve: ADA accessible parking, bike racks, and landscaping. Please note that there are currently ADA accessible one and two-bedroom units.

The Memo from Alano indicates that "all of the units will be rented to tenants with incomes at or below 60% of area median income (AMI) as a result of a Housing

Assistance Payment contract. The rents range from \$544 for a one-bedroom unit to \$743 for a three-bedroom unit. In communications with the petitioner, City staff has determined that there is an 89% occupancy rate and that there is no plan to change tenant policies or relations.

Res 07-17 supports the issuance of \$7.25 million in economic development revenue bonds for this project. The petitioner will include it in their application for tax exempt bond financing from the State of Indiana. The State will then consider this application along with others when deciding how to allocate its annual limit for revenue bonding. In this case, the petitioner is also seeking approximately \$2 million in tax credits to raise the full \$10.93 million for this project. Should this package of financing succeed, then the petitioner will come back to the Council with an ordinance formally issuing the revenue bonds. Please note that while the City lends its name to these bonds, they do not become a debt or financial obligation of the City.

The resolution in particular finds that:

- it is in the public interest that the City take such action as they lawfully may to encourage economic development, diversification of industry, promotion of job opportunities, and the availability of affordable multi-family rental housing in this community;
- issuing these (\$7.25 million of) revenue bonds for the acquisition, rehabilitation and equipping of the project will serve the above public purposes;
- the City will take steps necessary to aid in the issuance of these bonds and any refinancing bonds necessary to complete the project;
- costs associated with financing and designing the project can be paid out of bond proceeds;
- the resolution constitutes “official action” of the Council; and
- based upon the petitioner’s representations, the tax credit request satisfies statutory requirements and the City will reaffirm that assertion at certain subsequent steps in the process.

**NOTICE AND AGENDA
BLOOMINGTON COMMON COUNCIL COMMITTEE OF THE WHOLE
7:30 P.M., WEDNESDAY, DECEMBER 12, 2007
COUNCIL CHAMBERS
SHOWERS CENTER, 401 N. MORTON ST.**

Chair: Steve Volan

1. Resolution 07-18 To Approve Application and Authorize Grant from the Business Investment Incentive Fund (WonderLab Museum of Science, Health and Technology, Petitioner)

Asked to Attend: Danise Alano, Director of Economic Development
Representative of Petitioner

2. Resolution 07-17 Supporting the Issuance and Sale of Economic Development Revenue Bonds – Re: Henderson Court Apartments, 2475 Winslow Court (Southport-Yarco, LLC, Petitioner)

Asked to Attend: Danise Alano, Director of Economic Development
Representative of Petitioner

3. Ordinance 07-30 To Amend Title 2 of the Bloomington Municipal Code Entitled “Boards, Commissions and Councils” – Re: Administration of the City’s Cemeteries

Asked to Attend: Patty Mulvihill, Assistant City Attorney

4. Ordinance 07-28 To Amend Title 10 of the Bloomington Municipal Code Entitled “Wastewater” – Re: Addition of Chapter 10.21 entitled “Constructed Site and Post Construction Stormwater Control”

Asked to Attend: Vickie Renfrow, Property Acquisition Specialist

5. Ordinance 07-29 To Vacate Public Parcels – Re: Three Alley Rights-of-Way Segments in the 300 Block of South Walnut and South College Including Segments Running: 1) North/South from Third Street South about 257 Feet; 2) East/West from College Avenue East about 145 Feet and Intersecting with the First Segment; and, 3) North/South in Line with the First Segment South about 69 Feet (Downtown Redevelopment Partners, LLC, Petitioner)

Asked to Attend: Lynne Darland, Zoning and Enforcement Manager
Representative of Petitioner

City of
Bloomington
Indiana

City Hall
401 N. Morton St.
Post Office Box 100
Bloomington, Indiana 47402



Office of the Common Council
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To: Council Members
From: Council Office
Re: Calendar for the Week of December 10-14, 2007

Monday, December 10, 2007

9:00 am Opening of Bids for Packer, McCloskey
4:00 pm Utilities Service Board Rules & Regulations Subcommittee, Board Room, 600 E. Miller Dr.
5:00 pm Farmers' Market Advisory Council, Parks and Recreation, Showers Building Room 250
5:00 pm Utilities Service Board, Board Room, 600 E. Miller Dr.
5:30 pm Plan Commission, Council Chambers

Tuesday, December 11, 2007

9:30 am Emergency Management Meeting, Council Chambers
1:30 pm Development Review Committee, McCloskey
4:00 pm Board of Park Commissioners, Council Chambers
4:00 pm Griffy Lake Steering Committee, McCloskey
5:30 pm Bloomington Public Transportation Corporation, Transportation Center, 130 W. Grimes Lane
5:30 pm Board of Public Works, Council Chambers
5:45 pm Bloomington Community Arts Commission, Kelly

Wednesday, December 12, 2007

2:00 pm Hearing Officer, Kelly
4:00 pm Board of Housing Quality Appeals, McCloskey
4:00 pm Economic Development Commission, Kelly
4:15 pm Commission on the Status of Black Males, Hooker Room
4:30 pm Environmental Resources Advisory Council, Parks and Recreation, Showers Building Room 250
6:00 pm Bloomington Commission on Sustainability, McCloskey
7:30 pm Common Council Committee of Whole, Council Chambers

Thursday, December 13, 2007

12:00 pm Housing Network, McCloskey
3:30 pm Bloomington Historic Preservation Commission, McCloskey
5:00 pm Redevelopment Commission, Hooker Room
5:30 pm Board of Zoning Appeals, Council Chambers
7:00 pm Environmental Commission, McCloskey
7:00 pm Inclusive Recreation Advisory Council, Parks and Recreation, Showers Building Room 250

Friday, December 14, 2007

4:00 pm Banneker Community Center Advisory Council, Banneker Community Center, 930 W. 7th St.



**City of Bloomington
Office of the Common Council**

MEETING NOTICE

Common Council Sidewalk Committee

Tuesday, 18 December 2007

Noon

**McCloskey Room
City Hall, 401 N. Morton**

The purpose of the meeting is to discuss sidewalk projects for 2008. Because a quorum of the Council may be present, this meeting may constitute a meeting of the Council as well as of the Committee under the Indiana Open Door Law. This statement provides notice that the meeting will occur and is open for the public to attend, observe, and record what transpires.

Posted: Friday, 07 December 2007

RESOLUTION 07-17

SUPPORTING THE ISSUANCE AND SALE OF ECONOMIC DEVELOPMENT REVENUE BONDS -

**Re: Henderson Court Apartments, 2475 Winslow Court
(Southport-Yarco, LLC, Petitioner)**

WHEREAS, the City of Bloomington, Indiana (the “Issuer”), is authorized by IC 36-7-11.9 and 12 (collectively, the “Act”) to issue revenue bonds for the financing of economic development facilities, the funds from said financing to be used for the acquisition, construction and equipping of said facilities, and said facilities to be either sold or leased to a company or directly owned by a company; and

WHEREAS, Southport-Yarco, LLC, an Indiana limited liability company or its designee in the form of a limited partnership (the “Applicant”), has advised the Bloomington Economic Development Commission (the “Commission”) and the Issuer that it proposes that the Issuer lend proceeds of an economic development financing to the Applicant for the acquisition, rehabilitation and equipping of an existing multifamily housing facility consisting of an apartment complex, currently known as Henderson Court Apartments, containing approximately 150 apartment units, together with functionally related and subordinate facilities such as recreational facilities and parking areas, located at 2475 Winslow Court, in the City of Bloomington, Indiana (the “Project”); and

WHEREAS, the diversification of industry and increase in job opportunities (approximately 25 temporary construction jobs and the retaining of existing jobs) to be achieved by the acquisition, rehabilitation and equipping of the Project will be of public benefit to the health, safety and general welfare of the Issuer and its citizens; and

WHEREAS, it would appear that the financing of the Project would be of public benefit to the health, safety and general welfare of the Issuer and its citizens; and

WHEREAS, it is tentatively found that the acquisition, rehabilitation and equipping of the Project will not have an adverse competitive effect on any similar facility already constructed or operating in the City of Bloomington, Indiana;

NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF BLOOMINGTON, as follows:

1. The Common Council of the City of Bloomington, Indiana, finds, determines, ratifies and confirms that the promotion of diversification of economic development and job opportunities in and near the City of Bloomington, Indiana, is desirable to preserve the health, safety and general welfare of the citizens of the Issuer; and that it is in the public interest that the Commission and the Issuer take such action as they lawfully may to encourage economic development, diversification of industry and promotion of job opportunities in and near the Issuer.

2. The Common Council of the City of Bloomington, Indiana, approves, determines, ratifies and confirms that the issuance and sale of economic development revenue bonds in an amount of approximately \$7,000,000 of the Issuer under the Act for the lending of the proceeds of the revenue bonds to the Applicant, for the acquisition, rehabilitation and equipping of the Project will serve the public purposes referred to above, in accordance with the Act.

3. In order to induce the Applicant to proceed with the acquisition, rehabilitation and equipping of the Project, the Common Council of the City of Bloomington, Indiana, hereby approves, determines, ratifies and confirms that: (i) it will take or cause to be taken such actions pursuant to the Act as may be required to implement the aforesaid financing, or as it may deem appropriate in pursuance thereof; and (ii) it will adopt such ordinances and resolutions and authorize the execution and delivery of such instruments and the taking of such action as may be necessary and advisable for the authorization, issuance and sale of said economic development revenue bonds; and that the aforementioned purposes comply with the provisions of the Act; and (iii) it will use its best efforts at the request of Applicant to authorize the issuance of additional bonds for refunding and refinancing the outstanding principal amount of the bonds, for completion of the Project and for additions to the Project, including the costs of issuance (providing that the financing of such addition or additions to the Project is found to have a public purpose at the time of authorization of such additional bonds), and that the aforementioned purposes comply with the provisions of the Act; provided that all of the foregoing shall be mutually acceptable to the Issuer and the Applicant.

4. All costs of the Project incurred after the date permitted by applicable federal tax and state laws, including reimbursement or repayment to the Applicant of moneys expended by the Applicant for planning, engineering, a portion of the interest paid during construction and equipping, underwriting expenses, attorney and bond counsel fees, acquisition, rehabilitation and equipping of the Project will be permitted to be included as part of the bond issue to finance the Project, and the Issuer will lend the proceeds from the sale of the bonds to the Applicant for the same purposes. Also, certain indirect expenses, including but not limited to, planning, architectural work and engineering incurred prior to this inducement resolution will be permitted to be included as part of the bond issue to finance the Project.

5. This resolution shall constitute “official action” for purposes of compliance with federal and state laws requiring governmental action as authorization for future reimbursement from the proceeds of bonds.

6. Based solely upon representations of the Applicant and materials filed by the Applicant, the Issuer hereby preliminarily finds and determines that the amount of tax credits to be allocated to the Project under Section 42 of the Code does not exceed the amount necessary for the financial feasibility of the Project and its viability as a qualified housing project throughout the credit period for the Project and that the Project satisfies the requirements for the allocation of a housing credit dollar amount under the qualified allocation plan applicable to the area in which the Project is located. The foregoing determinations shall not be construed to be a representation or warranty by the Issuer as to the feasibility or viability of the Project. The Issuer hereby authorizes and directs the Common Council to review and make the foregoing determinations again for City of Bloomington, Indiana, at the request of the Borrower, following review of the Project and supporting materials by the Indiana Housing and Community Development Authority (“IHCDA”), the credit agency for the State of Indiana, and the recommendation by IHCDA of approval of such determinations. Such determinations shall occur (i) upon the sale of the Bonds to the initial purchasers thereof, and (ii) on or about the date that each building in the Project is placed in service.

APPROVED AND ADOPTED BY the Common Council of the City of Bloomington, Monroe County, Indiana this 19th day of December, 2007.

DAVE ROLLO, President
Common Council

ATTEST:

REGINA MOORE, Clerk
City of Bloomington

Presented by me to the Mayor this _____ day of December, 2007.

REGINA MOORE, Clerk

Approved and signed by me this ____ day of December, 2007.

MARK KRUZAN, Mayor

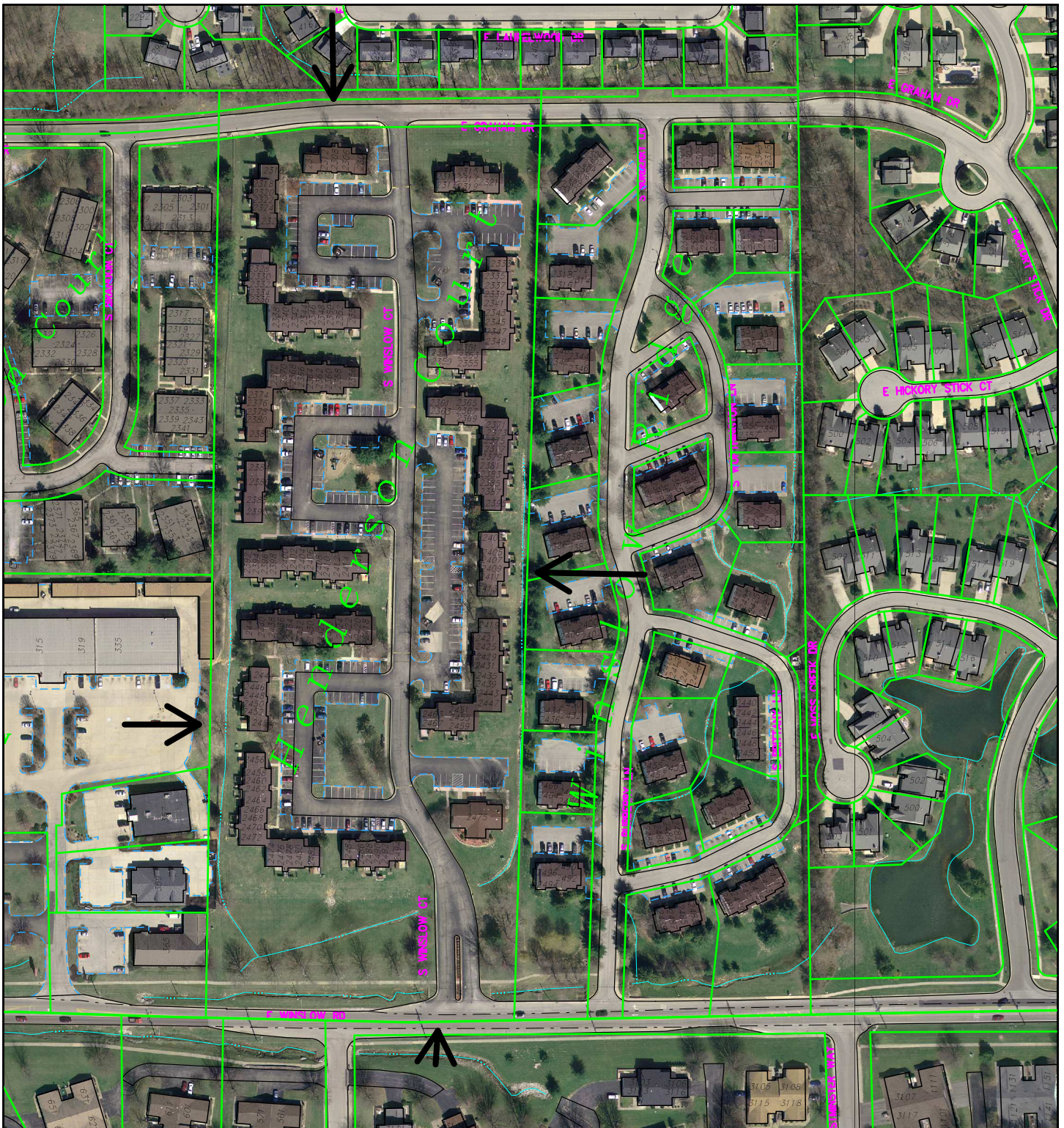
STATE OF INDIANA)
) SS:
COUNTY OF MONROE)

I, Regina Moore, the duly qualified and acting Clerk of the City of Bloomington, Indiana, do hereby certify that the above and foregoing is a true and exact excerpt of the resolution of the meeting of the Common Council of the City of Bloomington, Indiana, at which meeting a quorum was in attendance and acting throughout, and held December 19, 2007, as such appears in the official minutes of said Common Council in my custody.

REGINA MOORE, Clerk
(SEAL)

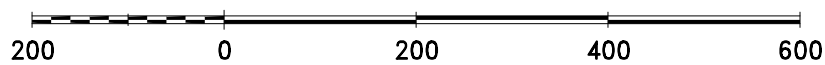
SYNOPSIS

This resolution approves a request by Southport-Yarco, LLC, or its subsidiary, for approximately \$7,000,000 in multi-family housing revenue bonds for the acquisition and rehabilitation of Henderson Court Apartments, 2475 Winslow Court. Henderson Court will continue to house persons whose income is at or below 60% of the Area Median Income.



Res 07-17 Supporting Economic Development Bonds
To Rehabilitate Henderson Courts (2475 Winslow Court)

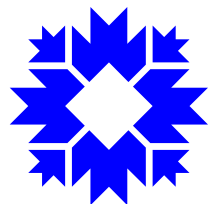
By: shermant
5 Dec 07



For reference only; map information NOT warranted.



City of Bloomington
Clerk & Council



Scale: 1" = 200'



Memorandum

To: City of Bloomington Common Council
From: Danise Alano, Director of Economic Development
Susan Failey, Assistant City Attorney
CC: Dan Sherman, Council Administrator
Date: December 3, 2007
Re: **Resolution 07-17: Issuance of Economic Development Revenue Bonds to finance multi-family affordable housing at Henderson Court Apartments**

The City of Bloomington, upon approval by the Economic Development Commission and the Common Council, is authorized to issue tax-exempt Economic Development Revenue Bonds when it finds that a proposed project will be of benefit to the health and welfare of the City of Bloomington and its citizens. The purpose of such financing is to create jobs, increase the tax base and promote economic diversification. The procedure for such financing is primarily controlled by State law, Ind. Code §§36-7-11.9 and 36-7-12, and the Internal Revenue Code.

The bonds are not an obligation of the City of Bloomington, and are not payable with tax revenue; they are payable solely by the borrower.

Application by Southport-Yarco, LLC, to issue Economic Development Bonds, amount not to exceed \$7,250,000

Henderson Court Apartments, at 2475 Winslow Court, was developed in the 1979 with a HUD-insured mortgage and a 100% Section 8 housing contract. Southport-Yarco, LLC ("Yarco") now has an agreement to purchase the property with the current owner, Henderson Court LP.

Yarco would use the bond proceeds to assist in acquiring the property and financing more than \$2.5 million in renovations. The overall project cost will be more than \$10,697,000. The upgrade and rehabilitation would include new HVAC equipment, new kitchen and bath cabinets, floor coverings, windows and patio doors. City of Bloomington Planning has scheduled an inspection of the property and will itemize by December 10, 2007 any issues which the City may then ask the developer to address as a condition of receiving the bond financing. The Planning staff will make assessments on such items as handicapped parking, bicycle parking, ADA-accessible entrances, street trees and any other landscaping issues.

Yarco will maintain the affordability component of the project. All of the units will be rented to tenants with incomes at or below 60% of the area median income (AMI) – see the chart below for affordable rent standards using 60% AMI. The property is a mix of one-, two- and three-bedroom units. The property receives rental subsidy payments for all 150 units under a Housing Assistance Payment (HAP) contract. Yarco intends to maintain this contract, which renews annually, to keep the properties affordable. Current rents range from \$544 (one-bedroom) to \$743 (three-bedroom).

Family Size	Annual Income (60% Area Median Income)	Affordable by HUD Standards (30% of Gross Monthly Income)
1	\$24,840	\$621
2	\$28,380	\$709
3	\$31,920	\$798
4	\$35,460	\$886
5	\$38,280	\$957
6	\$41,160	\$1,029

Yarco is a real estate firm based in Kansas City, MO. The company specializes in affordable housing and has extensive experience in acquiring and rehabilitating apartment properties using tax-exempt bonds and federal tax credits. Yarco's management portfolio consists of more than 12,000 apartment units stretching from Ohio to Arizona, 85% of which is project-based Section 8 or low income housing tax credit. In 2002 and again in 2004, Yarco received the Missouri Governor's award for excellence in affordable housing. One of its Missouri properties was designated HUD's best property in Missouri.

This project would be Yarco's first property in Bloomington, Indiana.

In addition to the tax-exempt bond financing, Yarco will seek an allocation of Section 42 Low Income Housing Tax Credits. The tax credits will be used as a source of equity for development of the project.

The Office of the Mayor supports this petition and, upon favorable recommendation by the City of Bloomington Economic Development Commission, recommends approval of Resolution 07-17 to authorize issuance of \$7,250,000 in tax-exempt multi-family housing revenue bonds for the acquisition and rehab of Henderson Court Apartments. The Economic Development Commission will meet to hear this petition at 4:00 pm on December 12.

MEMORANDUM

To: Susan Failey, Assistant City Attorney

From: Thomas Peterson, Bond Counsel

Date: December 3, 2007

Re: City of Bloomington, Indiana Bond Issue for Acquisition and Rehabilitation of Henderson Court Apartments by Southport-Yarco, LLC pursuant to Indiana Code 36-7-12

The City of Bloomington (the "City") has been asked by Southport-Yarco, LLC (the "Borrower") to finance its acquisition and rehabilitation of the Henderson Court Apartments (the "Project") by the issuance of bonds pursuant to Indiana Code 36-7-12 (the "Act"). Under the provisions of the Act, the City may participate in the financing of facilities such as the Project by the issuance of bonds. The proposed bond financing will permit approximately \$2,500,000 of renovations to the Project. Furthermore, so long as the bonds are outstanding, 100% of the Project will be leased to tenants with incomes at or below 60% of the area median income.

These bonds are payable solely from the revenue of the Project and in no way are payable from taxes or any other revenues of the City. Furthermore, the issuance of the bonds will not affect the credit rating of the City or the debt capacity of the City.

The process for the issuance of the bonds will involve the City at two distinct times. First, the City must adopt an inducement resolution indicating its willingness to participate in the financing of the Project. The Bloomington EDC (the "EDC") will first consider the Project and, if they find it acceptable, the EDC will adopt a report concerning the Project and recommend a resolution to the City Council. The City Council will then consider that proposed resolution. All of these materials will be prepared by bond counsel, Thomas Peterson of Ice Miller LLP.

It is necessary for the inducement resolution to be considered in December, 2007, as the Borrower will be filing an application with the State of Indiana on January 8, 2008, for an allocation of the State's bond volume. Each state is limited by the federal government in the amount of bonds that may be issued for facilities like the Project. The State of Indiana has established this January 8, 2008, deadline to file applications for projects to be financed in 2008. If the Project is selected to receive an allocation of bond volume, the Borrower will proceed with structuring the financing.

The second time that the City participates is when the financing has been documented. The EDC will then conduct a public hearing concerning the financing. Notice of the public hearing will be published in the local newspapers. The EDC will make a recommendation to the City Council concerning the financing and will propose a form of ordinance authorizing the issuance of the bonds. The City Council will consider the ordinance and, if adopted, the bonds will be issued within a month. All costs of issuance will be paid by the Borrower.

Bonds for financings like this Project are issued pursuant to a trust indenture with an Indiana financial institution serving as trustee. Bond proceeds are held in a construction fund until used to pay costs of the project.

The benefit to the Borrower of financing the Project through this type of financing is that the interest on the bonds is tax-exempt to the holder, thus the interest rate is lower than in a conventional financing. Furthermore, by the issuance of the bonds, the Project will also qualify for federal housing tax credits. The sale of these credits will provide additional financing for the Project. The benefit to the City is the provision of quality rental housing for low and moderate income citizens without the use of tax revenues.

If you have any further questions concerning this matter, do not hesitate to call.

APPLICATION FOR
ECONOMIC DEVELOPMENT FINANCING

Legal Name of Applicant: Southport-Yarco, LLC

Proposed Ownership Organization: General Partnership _____
Limited Partnership X (Pending formation)
Corporation _____
Sole Partnership _____
Other _____

Owner Representative (Name, Address and Telephone): Stuart Hunt, 3770 Broadway, Kansas City, MO 64111, 816-561-4240, Fax 816-561-2568

Bond Counsel (Name, Firm, Address and Telephone): Ice Miller LLP, One American Square – Suite 3100, Indianapolis, IN, 46282 – Thomas Peterson – 317-236-2494, Fax 317-236-2219

Amount of Proposed Issue: Up to \$7,000,000

Type of Business: Multi-Family Housing

Location: 2475 Winslow Ct., Bloomington, IN, 47401 Within City Limits? Yes X No

Number of Jobs Created/Saved: Created - 25 temporary construction jobs for 9 months, Saved - 6 staff jobs

Estimated Amount of Payroll: \$1,539,000 for construction jobs, \$150,000 annual payroll for staff

Assessed Value Information

Parcel Number: 015-70140-00

Current Assessed Value: 5,297,600

Post Rehabilitation Anticipated Assessed Value: 5,827,360

Bond Purchaser: MMA-Financial – 101 Arch Street, Boston, MA 02110

Trustee: The Bank of New York Trust Company N.A., located in Indianapolis, IN

Capital Improvements Required of City (Streets, Sewer, Water, etc.):

None

Additional Information:

A. THE APPLICANT

1. Business Organization: Limited Partnership

State of Organization: Indiana

Date of Organization: Pending

2. Principal Partners: Clifton Cohn

Jonathan Cohn

3770 Broadway
Kansas City, MO 64111
816-561-4240
Fax – 816-561-2568

J. David Page

1911 65th Avenue West
Tacoma, WA 98466
253-460-3000
Fax – 253-564-2762

3. Legal Counsel to the Applicant:

James M. Ramsey, Esq.
9237 Ward Parkway
Kansas City, MO 64114
816-361-2400
Fax 816-361-9865

4. Bond Counsel for the Financing:

Ice Miller LLP
One American Square – Suite 3100
Indianapolis, IN, 46282
Thomas Peterson
317-236-2494
Fax – 317-236-2219

B. THE PROJECT

1. Project Description: Acquisition / Rehabilitation

This property was originally built in 1979 with a federally insured mortgage note. The property receives rental subsidy payments under a Housing Assistance Payment (HAP) contract which covers all 150 units. The current HAP contract renews annually and is effective June 11, 2006.

Current Unit Mix and Monthly HAP Rent:

<u>Unit Type</u>	<u>Number of Units</u>	<u>Monthly HAP Rent</u>
1 Bedroom – 1 Bath	28	544
2 Bedroom – 1 Bath	92	658
3 Bedroom – 1.5 Bath	30	743

Upon acquisition and a \$2,565,000 (17,100 per unit) rehabilitation, 100% of the apartment units will be rented to tenants with incomes at or below 60% of the area median income. The HAP contract will remain in place in order to maintain the properties' affordability.

2. U.S. Congressional District:
 9th District, State of Indiana
 Honorable Baron Hill, Representative

3. Project Costs:

Acquisition of Land and Existing Buildings	6,736,847
Rehabilitation	2,565,000
Architect / Engineering Design	21,000
Construction Period Financing Costs	335,938
Permanent Financing & Bond Issuance Costs	162,500
Soft Costs	119,000
Development Fee	<u>757,358</u>
<u>TOTAL PROJECT COSTS</u>	<u>\$10,697,643</u>

Project Sources of Funds:

Series A Tax Exempt Bond – First Mortgage	6,810,187
Replacement Reserves at Acquisition	150,000
Tax Credit Equity	2,904,190
Net Operating Income – Interest Only	255,938
Deferred Developer Fee	<u>577,328</u>
<u>TOTAL PROJECT SOURCES</u>	<u>\$10,697,643</u>

4. Construction:

The contractor will be Yarco Companies. The architect has not been selected at this time.

5. Ownership:

Present legal owner of Project site is: Henderson Court, L.P.

The applicant is not the current owner.

6. Management of the Project:

The Yarco Companies will be the on-site management company upon acquisition.

7. Effect on Employment

- a. Number of temporary jobs - 25
- b. Number of new permanent jobs - 0
- c. Number of jobs retained – All current apartment complex staff - 6

C. MISCELLANEOUS INFORMATION

1. Certified Public Accountants:

CBIZ Accounting, Tax & Advisory Services, LLC
 11440 Tomahawk Creek Parkway
 Leawood, KS 66211
 913-234-1377

Fax 913-458-5166

2. Outstanding Prior Bond Issues:

The Applicant has no outstanding bond issues with the Authority.

3. Annual Net Operating Income

Post rehabilitation, the annual net operating income is anticipated to be \$451,194 of which 409,571 will be used for debt service.

4. Marketing of Bonds

The bonds will be privately placed.

Proposed date of issuance of bonds: April 2008

5. Low-Income Housing Tax Credits

An allocation of Section 42 Low Income Housing Tax Credits will be sought in addition to the tax-exempt bonds. The tax credits will be used as a source of equity for the Project.

6. Financial Difficulties:

Has the Applicant or any of its affiliates ever defaulted on its debt obligations, been involved in bankruptcy, creditor's rights, or receivership proceedings, or involved in criminal proceedings on the handling of financial matters?

No

7. Litigation:

Is the Applicant presently involved in any litigation which would have a material effect on its financial solvency?

No.

8. Payroll and Employment Data:

No payroll expenses will be financed. Payroll expenses will be part of operating expenses paid from rental income.

9. Other Information

The apartments were originally built in 1979 and have accumulated deferred maintenance. The proposed 2,565,000 renovation will enhance the appearance and extend the useful life of the property.

The renovation will stabilize the property valuation.

The renovation will create construction jobs and add to Bloomington's sales tax revenue.

The property will provide affordable housing. 100% of the apartment units will be restricted to households whose annual income is at or below 60% of the area median income.

I hereby certify that I am the authorized representative of the Petitioner. I agree, on behalf of the Petitioner, its agents, lessees, assigns and any successor in interest, that said Petitioner shall not institute nor cause to be instituted any action or claim against the Bloomington Economic Development Commission, the City of Bloomington, nor any agent or employee of the Commission or City which claim or action arises from the approval, or failure to approve, this Application even if an Inducement Resolution has been approved. The Petitioner agrees to defend and hold harmless the Economic Development Commission, City of Bloomington, and their agents and employees in the event any such claim or action is brought.



For the Petitioner
STUART P. HUNT

SUBSCRIBED and SWORN to before me, a Notary Public of Jackson County, in the State of MO, this 30th day of November, 2007.

My Commission Expires:

8/30/08



Notary Public

Printed: SHANENE WREN

SHANENE WREN
Notary Public-Notary Seal
STATE OF MISSOURI
Jackson County
My Commission Expires: Aug. 30, 2008
Commission # 04551895

DRAFT REPORT OF
THE BLOOMINGTON ECONOMIC DEVELOPMENT COMMISSION
CONCERNING THE PROPOSED FINANCING OF ECONOMIC DEVELOPMENT
FACILITIES FOR SOUTHPORT-YARCO, LLC

The Bloomington Economic Development Commission proposes to recommend to the Common Council of the City of Bloomington, Indiana, that it provide funds for acquisition, construction and equipping of economic development facilities for Southport-Yarco, LLC, an Indiana limited liability company or its designee in the form of a limited partnership (the “Applicant”). Such economic development facilities will consist of the acquisition, rehabilitation and equipping of existing multifamily housing facilities consisting of an apartment complex, currently known as Henderson Court Apartments, containing approximately 150 apartment units, together with functionally related and subordinate facilities such as recreational facilities and parking areas. The facilities are located at 2475 Winslow Court, in the City of Bloomington, Indiana. The total cost for the acquisition, rehabilitation and equipping of the facilities is presently estimated to be in an amount of approximately \$11,000,000, and the Applicant is requesting the issuance of approximately \$7,000,000 in principal amount of economic development revenue bonds, including incidental costs of issuance of said bonds.

No public facilities to be paid for by the government will be made necessary on account of the proposed facilities.

It is tentatively found that the acquisition, rehabilitation and equipping of the facilities will not have an adverse competitive effect on any similar facilities already constructed or operating in or near the City of Bloomington, Indiana.

It is estimated that upon completion of the facilities, the new operation will retain the existing employment, and will employ approximately an additional temporary 25 construction employees, with an estimated total payroll of approximately \$1,539,000 annually for the construction jobs.

Adopted this 12th day of December, 2007.

President

Attest:

Secretary

Res 07-17
Supporting the Issuance and Sale of
Economic Development Revenue Bonds –
Re: Henderson Court Apartments, 2475 Winslow Court
(Southport-Yarco, LLC, Petitioner)

List of Forthcoming Materials

EDC Res 07-08

**Plan Department Recommendations for Improvements Needed
to Bring Project into Compliance with UDO**

















RESOLUTION 07-18

TO APPROVE APPLICATION AND AUTHORIZE GRANT FROM THE BUSINESS INVESTMENT INCENTIVE FUND (WonderLab Museum of Science, Health and Technology, Petitioner)

- WHEREAS, on March 5, 1986 the Common Council of the City of Bloomington established the Bloomington Industrial Incentive Loan Fund and approved and authorized Guidelines and Procedures for the use of the Industrial Incentive Loan Fund; and
- WHEREAS, on May 19, 1999 the Common Council in Resolution 99-17 amended the guidelines and procedures to the Industrial Incentive Loan Fund, and renamed the program the Business Investment Incentive Fund; and
- WHEREAS, procedures established in Resolution 99-17 amended the program to permit a matching grant of up to \$25,000 to not-for-profit organizations within the Downtown Development Opportunity Overlay; and
- WHEREAS, procedures established in Resolution 99-17 require that an application be made to the Economic Development Commission of the City of Bloomington, and following approval by the Economic Development Commission, the application shall be forwarded to the City of Bloomington Common Council for approval by resolution; and
- WHEREAS, the WonderLab Museum of Science, Health and Technology (the Museum) has filed an application for an Business Investment Incentive Grant, which application was approved by the Economic Development Commission in Resolution 07-07 and forwarded to the Common Council for its approval; and
- WHEREAS, according to the application, the Museum intends to use the grant to construct an Exhibits and Programs Support Center, exterior to its facility at 308 W. 4th Street; and
- WHEREAS, this Exhibits and Programs Support Center will significantly enhance the ability of the Museum to create new programs, activities and exhibits ensuring new museum experiences for its more than 70,000 annual visitors.

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE COMMON COUNCIL OF THE CITY OF BLOOMINGTON, MONROE COUNTY, INDIANA, THAT:

SECTION 1. A grant in the amount of twenty-five thousand dollars (\$25,000) from the City of Bloomington's Business Investment Incentive Fund is hereby approved. The Controller of the City of Bloomington is hereby authorized to release funds in the amount specified and subject to the specific terms and conditions approved by the Economic Development Commission in Resolution 07-07, together with all terms and conditions contained in Resolution 99-17.

SECTION 2. This resolution shall be in full force and effect from the passage by the Common Council of the City of Bloomington and approval by the Mayor.

PASSED AND ADOPTED by the Common Council of the City of Bloomington, Monroe County, Indiana, upon this _____ day of _____, 2007.

DAVE ROLLO, President
Bloomington Common Council

ATTEST:

REGINA MOORE, Clerk
City of Bloomington

PRESENTED by me to the Mayor of the City of Bloomington, Monroe County, Indiana, upon
this _____ day of _____, 2007.

REGINA MOORE, Clerk
City of Bloomington

SIGNED and APPROVED by me upon this _____ day of _____, 2007.

MARK KRUZAN, Mayor
City of Bloomington

SYNOPSIS

This resolution approves and authorizes a grant from the City of Bloomington’s Business Investment Incentive Fund to WonderLab Museum of Science, Health and Technology for the purpose of adding an Exhibit and Programs Support Center to its facility at 308 W. 4th Street. The grant is in the amount of twenty-five thousand dollars (\$25,000). It is also subject to all specific terms and conditions contained in the City of Bloomington’s Economic Development Commission resolution approving the grant, as well as, the guidelines and procedures contained in Common Council Resolution 99-17.



Memorandum

To: City of Bloomington Common Council
From: Danise Alano, Director of Economic Development
CC: Susan Failey, Dan Sherman
Date: November 30, 2007
Re: **Resolution 07-18: Awarding WonderLab Museum of Science, Health and Technology a \$25,000 grant from the Business Investment Incentive Fund**

The Business Investment Incentive Fund

The Business Investment Incentive Fund (BIIF) is a revolving loan fund created by the City of Bloomington to provide low-interest loans to eligible businesses committed to improving the economic vitality of our community. The City of Bloomington offers this economic development tool to promote the retention, expansion and attraction of a diverse business base. With certain exceptions, proceeds can be used for capital improvement projects and the purchase of eligible equipment.

The Fund also may be used to make matching grants to eligible not-for-profit organizations to encourage capital improvements to facilities owned and/or operated by eligible not-for-profit organizations within the district formerly known as the Downtown Development Overlay Opportunity (DDOO). (The DDOO no longer exists as such under the Unified Development Ordinance; rather, the area encompassed by the DDOO is now encompassed by the "CD" zone or the "Commercial Downtown" zone).

Resolution 07-18

Under this Non-Profit Grant Initiative of the BIIF, the WonderLab Museum of Science, Health and Technology (WonderLab) is seeking a \$25,000 grant to make capital improvements to its facility, specifically to construct an Exhibits and Programs Support Center. On November 30, 2007, the Economic Development Commission adopted Resolution 07-07 approving the grant application and the Office of the Mayor seeks the Common Council support of Council Resolution 07-18 to finalize this approval.

The BIIF's Non-Profit Grant Initiative requires the facility to be owned and/or operated by the eligible non-profit. The organization must have a retail or commercial activity as its primary purpose including, but not limited to, performance venues, galleries and retail shops.

WonderLab is a 501(c)(3) organization, with museum operations as its primary function. It engages in additional commercial activity through its retail gift store, other fee based-

programs and workshops, as well as offering its facility for rental for private events, and so on.

WonderLab's mission is to provide opportunities for people of all ages, especially children, to experience the wonder and excitement of science through hands-on exhibits and programs that stimulate curiosity, encourage exploration, and foster life-long learning. The Museum contains over 80 hands-on exhibits as well as exploration and learning labs for educational workshops and interactive demonstrations.

At 308 W. 8th Street, WonderLab is located one block west of the Courthouse Square, directly adjacent to the City's future B-Line Trail and in the heart of the City's Bloomington Entertainment and Arts District. WonderLab is an important downtown cultural destination that attracts approximately 73,000 people (children and adults) annually.

BIIF funds may be applied to qualified capital improvement costs associated with a qualified project including land acquisition; construction, expansion, or renovation of buildings; purchase of equipment; facade improvements; or infrastructure improvements. In evaluating the strength of the grant application, the project's overall projected impact to the economic vitality of downtown is considered, among other criteria.

WonderLab Museum will use the grant to assist in the construction of an Exhibits and Programs Support Center, with the exterior (Phase 1) to be complete by summer 2008, and the interior build-out (Phase 2) to be complete by 2009.

At present, WonderLab lacks the appropriate space available to design, develop and maintain new exhibits. It also lacks space to develop new activities and programs. WonderLab asserts that without the ability to create new museum experiences, the number of museum visitors will steadily decline (pp. 7 and 20 of the Business Plan). Not only would this injure WonderLab's attendance-related revenues, but declining attendance would then jeopardize appeal to individual, corporate and government sponsors and thus unearned revenues would also be detrimentally impacted.

The City has long seen the value of The WonderLab Museum as a cultural destination and key contributor to the community's economic vitality, as evidenced in 1998 when the City of Bloomington deeded to WonderLab the property upon which the museum now stands. WonderLab attracts approximately 73,000 visitors per year, with 28% coming from outside Monroe County or outside of the WonderLab visitors spend an estimated \$250,000 in other restaurants and businesses when they come downtown to visit WonderLab.

Of course, the Museum provides significant educational value in addition to its economic contribution to the community. The capacity to create new exhibits is crucial to this mission of the organization. The Exhibit and Programs Support Center will allow WonderLab to continue to serve significant public and private goals, warranting the \$25,000 grant.

The maximum matching grant is 50% of total qualified project costs, with a maximum of \$25,000.

The proposed \$25,000 grant would be 45.2% of total project costs which are estimated at \$55,300. WonderLab will cover the remaining project costs and have budgeted for them in the Leasehold Improvements category of the 2008 budget. WonderLab's operating revenues come from both earned revenues (admission and program fees, membership fees, gift store sales, facility rentals) as well as philanthropic support (donations, special event fundraising, grants). Each source contributes approximately one-half to the organization's operating revenues.

An eligible non-profit can only receive one grant disbursement every 5 years. An eligible organization cannot receive both a loan and a grant.

WonderLab has not received a BIIF grant or loan in the past five years. In 2001, WonderLab was awarded a \$25,000 BIIF grant (Common Council Resolution 01-28) to fund a portion of construction of the museum's gift store.

Staff Recommendation: The Office of the Mayor supports this grant application and recommends approval of Resolution 07-18.

**RESOLUTION 07-07
OF THE
ECONOMIC DEVELOPMENT COMMISSION
OF THE
CITY OF BLOOMINGTON, INDIANA**

WHEREAS, the City of Bloomington Common Council has established the Business Investment Incentive Loan Fund (the "Fund") and has approved guidelines and procedures for use of the Fund; and

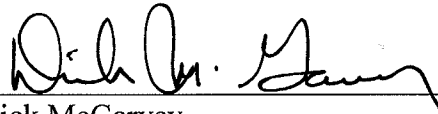
WHEREAS, procedures for the Fund require that an application be made to the Economic Development Commission of the City of Bloomington, and following approval by the Economic Development Commission, the application shall be forwarded to the Bloomington Common Council for approval by resolution; and

WHEREAS, the Fund guidelines allow for the making of grants not to exceed \$25,000 to non-profit organizations in the downtown that have retail or commercial activities as a primary purpose; have funds available to match the grant amount; and have not received a grant in the five-year period immediately preceding the grant disbursement; and

WHEREAS, WonderLab Museum of Science, Health and Technology has filed an application for a grant through the Fund which has been submitted to the Economic Development Commission of the City of Bloomington for its approval;

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Economic Development Commission does hereby approve the Business Investment Incentive Grant Application in the amount of \$25,000 to WonderLab Museum of Science, Health and Technology;

FURTHER, said approval is a commitment preceding the required approval of the City of Bloomington Common Council and the execution of a funding agreement and any other documents deemed necessary by the City of Bloomington regarding the grant; verification by the City of the availability of required matching funds; and compliance with all terms and conditions contained in Common Council Resolution 86-06 creating the Fund and subsequent amendments to the Fund.



Dick McGarvey
President



Kurt Zorn
Secretary

Approved this 30 day of November, 2007.



CITY OF BLOOMINGTON BUSINESS INVESTMENT INCENTIVE FUND APPLICATION CHECKLIST

1. Completed Loan/Grant Application

- ☒ Applicant Information
☒ Business Information
_____ Personal Financial Information (include one for each owner or partner) –

Not Applicable for Grant Request

- ☒ Signed Certification
☒ Signed Credit Report Authorization and Release
_____ Signed Affidavit of Child Support Payments (not required for Grant Application) –

Not Applicable for Grant Request

2. Business Plan

- ☒ Written plan to include the following sections:
Summary, Market Analysis, Products or Services, Manufacturing Process (if applicable),
Marketing Strategy, Management Plan
(See “Business Plan Contents” for more details)
☒ 3 Years of Financial Data
 ☒ Financial History
 _____ Financial Projections (Profit/Loss Statement, Balance Sheets, Cash Flow Chart,
 Capital Expenditure Estimates) – **Included in History document**
 ☒ Explanation of Projections

3. Application Fee

- ☒ \$100.00 application fee payable to the City of Bloomington (fee waived if applying under
Section II.B.5 regarding a business disruption bridge loan)

4. Please submit above documents to

Office of the Mayor, Economic Development
City of Bloomington
P.O. Box 100
Bloomington, IN 47402

Contact: Danise Alano, Director of Economic Development
Phone: 812-349-3406
Fax: 812-349-3455
Email: alanod@bloomington.in.gov



CITY OF BLOOMINGTON BUSINESS INVESTMENT INCENTIVE FUND APPLICATION – Part 1

Rev. 04/05

Please attach additional sheets if necessary.

APPLICANT AND LOAN/GRANT INFORMATION

Applicant name(s) WonderLab Museum of Science, Health and Technology

Applicant Phone: (812) 337-1337 ext 16 Applicant Email: cathy@wonderlab.org

Applicant Address: 308 West Fourth Street, P.O. Box 996, Bloomington, IN 47402

Total amount requested \$25,000 Date November 5, 2007

Purpose of loan/grant To support construction and renovation costs for a new Exhibits and Programs Support Center, which will enable the design, development, fabrication and maintenance of exhibits and program activities for the museum.

Total project cost \$55,330

For loan applicants only: List types and fair market value of the collateral or other repayment sources (accounts receivable, guarantees, etc.):

Loan/Grant Eligibility – please check one. (Please refer to Business Investment Incentive Loan Fund Program Description for other terms of permissible use of funds and eligibility.)

<input type="checkbox"/>	Business retention, expansion attraction	Loan requires total project cost minimum of \$250,000. Maximum loan amount is \$100,000 or 20% of total project cost, whichever is less.
<input type="checkbox"/>	Businesses in the Downtown Development Opportunity Overlay	Loan maximum amount is 50% of total project cost for projects with total cost at or under \$100,000, and 20% of any remaining project costs over \$100,000. Total loan amount maximum is not to exceed \$100,000.
<input checked="" type="checkbox"/>	Businesses in the Downtown Development Opportunity Overlay	Non-profit grant provides matching grant funds. Non-profit organization must have retail or commercial activity as its primary purpose. Maximum matching grant is 50% of total qualified project costs. Total grant is not to exceed \$25,000. One grant disbursement allowed every five years per eligible non-profit organization. Grant funds are in lieu of loan funds.
<input type="checkbox"/>	Business-supported child care facility	Loan requires total project cost minimum of \$250,000. Maximum loan amount is \$100,000 or 20% of total project cost, whichever is less.
<input type="checkbox"/>	Public-purpose induced business relocation	Loan requires total project cost minimum of \$250,000. Maximum loan amount is \$100,000 or 20% of total project cost, whichever is less. Maximum loan amount may be waived if dictated by public policy.
<input type="checkbox"/>	Business disruption bridge loan	Loan maximum amount of \$150,000 per public works project, \$35,000 limit for each qualified applicant.

Have you been denied by any other lending institutions for this project? ___ Yes x No

Have you ever be turned down for a business loan? ___ Yes x No

If yes, institution's name _____

Date of denial _____ Amount requested _____

Reason stated for denial _____

Do you have plans over the next 6 months to apply for any funding from other financial institutions/lenders? (Please check one) ___ Yes x No

If yes, please explain _____

Name of financial institution/lender _____

Projected application date _____ Amount _____

Reason _____



CITY OF BLOOMINGTON BUSINESS INVESTMENT INCENTIVE FUND APPLICATION – Part 2

BUSINESS INFORMATION

Business name WonderLab Museum of Science, Health and Technology Phone (812) 337-1337 ext 16

Business address 308 West 4th Street, Bloomington, IN 47404

Type of business (please check one) ☒ Retail ☒ Service ☐ Manufacturing ☐ Wholesale

Business start-up date: Present facility opened on March 29, 2003; interim museum opened in January 1998

Federal Tax ID number 35-1956-521

Business legal structure (Please check one)

☐ Sole Proprietorship ☐ General Partnership ☐ LLC ☐ C Corp. ☐ S Corp. ☒ 501(c)3

Date of incorporation April 18, 1995 State IN NAICS code 236220, 712110

List Company Officers and Directors

Name	Position in business	% Ownership
1. <u>Mike Baker, Board President, 0%</u>		
2. <u>Randy Rogers, Board Vice President, 0%</u>		
3. <u>Jim Silberstein, Board Treasurer, 0%</u>		
4. <u>Helen Gibbons, Board Secretary, 0%</u>		
5. <u>Catherine Olmer, Executive Director, 0%</u>		

How many days a week will the business be open? 6 days open to public

Number of hours worked per week by owner: WonderLab is open to the public for 42 hours each week. It is a private, nonprofit organization and is not owned by anyone.

Current Number of Employees

Part-time 13 @ Hourly rate range \$ \$9.25 - \$15.42 Hours worked per week 305

Full-time 9 @ Hourly rate range \$ \$9.25 - \$19.62 Hours worked per week 360

Family @ Hourly rate range \$ Hours worked per week

Applicant(s) @ Hourly rate range \$ Hours worked per week

Do you provide/plan on providing health benefits to your employees? ☒ Yes ☐ No

If yes, what plans and what cost is/will be involved?

WonderLab presently offers health and dental coverage to all full-time employees through SIHO (health) and Guardian (dental). This typically involves a \$1,400/month cost to WonderLab for its 2/3 contribution.

Projected Number of Employees

List approximate number of additional (new) positions that will be available once you receive the loan/grant. 0 Part-time 0 Full-time

No new paid positions immediately. We hope to find additional funding that will enable us to hire an additional person in the exhibits department. We do note that receipt of grant will result in more community volunteers working at WonderLab

Business Credit References (please attach additional sheets if necessary.)

1. Name: Weddle Bros Construction Company

Address: 1201 West 3rd Street, Bloomington, IN

Phone (812) 339-9500 Account # _____

High credit _____

Contact person: Don Turner, Vice President and Building Division Manager

2. Name: Harrell Fish, Inc.

Address: 2010 Vernal Pike, Bloomington, IN

Phone: (812) 339-2579 Account # _____

High credit _____ Contact person: Steve Dawson

3. Name: Bill C. Brown Insurance

Address: 306 State Road 446, Bloomington IN 47401

Phone: (812) 332-9378 Account # _____

High credit _____ Contact person: Ron Remak

Bank Information

Name: Old National Bank

Address: 121 East Kirkwood Ave., Bloomington, IN 47404

Phone 330-2665 Account # _____

Contact person: Chris Kroll, Region President

Do you currently have bank financing? yes If yes, account # _____

Amount of loan Line of credit: varies up to max of \$100,000

Structure of repayment: Revolving

What assets are securing this loan? Museum exhibits

Accounts at ONB as of November 1, 2007:

Checking, \$30,017

Four Set-Aside Savings Accounts: total of \$17,087 (e.g., rainy day, LOC expenses)

Line of Credit loan: available for max of \$100,000; all paid off

Accountant Information

Name: Root and Associates, CPA's Phone (812) 332-7200

Address: 1516 S. Walnut, Bloomington, IN 47402

Financial audits are done by Blue and Co, (800) 446-5261

Attorney Information

Name: Robert Mann Phone (812) 332-4200

Address: 400 West 7th St., Bloomington, IN 47404

Is your business current on all local, state and federal taxes? Yes

If no, explain _____



CITY OF BLOOMINGTON BUSINESS INVESTMENT INCENTIVE FUND APPLICATION – Part 3

PERSONAL FINANCIAL INFORMATION

(This section must be completed on an individual basis for all principals/co-makers. Please attach additional sheets if necessary.)

Per Danise Alano, this form is not needed for the grant application and is not completed.

Full name _____,
Last First Middle

Present address _____

Phone _____ E-mail _____

Previous address _____

Social security number _____ - _____ - _____

Last grade completed _____ Are you currently an enrolled student? _____

Name of school _____

Area of study _____

Are you the head of household? ___ Yes ___ No

Total in household, including applicant _____

List all current dependents

	Name	Age
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____

Do you have insurance? ___ Yes ___ No

If yes, what kind and who is the provider? _____

Present employer _____

Address _____

Supervisor's name _____ Phone _____

Applicant's current monthly income		Applicant's current monthly expenses		
<i>Sources of Income</i>	<i>Amount</i>	<i>Creditor</i>	<i>Account #</i>	<i>Amount</i>
Salary	\$ _____	_____	_____	\$ _____
Bonus and Commissions	\$ _____	_____	_____	\$ _____
Dividends	\$ _____	_____	_____	\$ _____
Real Estate Income	\$ _____	_____	_____	\$ _____

Other	\$			\$
-------	----	--	--	----

Personal References (Please attach additional sheets if necessary.)

	Name	Address	Phone
1.	_____		
2.	_____		
3.	_____		

Are you a co-maker, endorser, or guarantor on any loan or contract?

If yes, payment amount \$_____ Current loan balance _____

Do you currently have any bills that are more than 30 days past due? ___Yes ___No

If yes, please explain _____

Are all of your financial obligations listed? ___Yes ___No

Are there any suits or judgments currently pending against you, including possible child support issues? _____

Have you (or your business) ever filed a petition for bankruptcy or creditor protection? ___Yes ___No If Yes, provide information below:

Month of filing	Year of filing	State of filing
-----------------	----------------	-----------------

Are you current on child support? ___Yes ___No ___N/A

Have you ever committed a felony? ___Yes ___No

Are you currently on probation? ___Yes ___No

If yes, name of probation officer _____

Expected length of probation period _____



CITY OF BLOOMINGTON BUSINESS INVESTMENT INCENTIVE FUND APPLICATION

CERTIFICATION

The loan applicant herein certified that:

- To the best of the applicant's knowledge and belief, the data presented in this loan application is true and correct, and is provided for the purpose of obtaining or maintaining credit.
- The purpose described in this application has been duly, and legally authorized by the applicant.
- Upon approval of the funds requested, the applicant is willing and is duly and legally authorized to enter into a legally binding loan commitment and will comply with all of the provisions and conditions of any loan agreement.
- The applicant hereby authorizes the Loan Review Committee, its authorized agent and representatives, to investigate the applicant's credit worthiness, credit capacity, or business affairs.
- The applicant hereby authorizes any person, business, and/or financial institution having information pertaining to the applicant's credit worthiness credit capacity, or business affairs to release the same to the Loan Review Committee, its authorized agents or representatives.
- The applicant agrees to hold harmless the City of Bloomington, its officers, agents, and the City of Bloomington Loan Review Committee members and their respective organizations from liability as a result of actions and outcomes taken during or after the loan review process.
- I further certify that the individual(s) applying for the Business Investment Incentive Loan Fund are not in arrears on any payments, fees, charges, fines or penalties owed to the City of Bloomington, Indiana, including, but not limited to, City of Bloomington Utilities, Bloomington Transit, and any other City of Bloomington departments, boards or commissions.

WonderLab Museum of Science, Health and Technology

Company Name

Company Name

By (Applicant's signature)

By (Co-applicant's signature)

Catherine Olmer

Printed Name

Printed Name

Executive Director

Title

Title

November 5, 2007

Date

Date

Please return this completed application along with \$100.00 processing fee (if applicable) and appropriate attachments to:

Office of the Mayor, Economic Development
City of Bloomington
PO Box 100
Bloomington, IN 47402

CREDIT REPORT AUTHORIZATION AND RELEASE

Authorization is hereby granted to the City of Bloomington to obtain a standard factual data credit report through a credit reporting agency chosen by the City of Bloomington.

My signature below authorizes the release to the credit-reporting agency a copy of my credit application and authorizes the credit-reporting agency to obtain information regarding my employment, savings accounts, and outstanding credit accounts (mortgage, auto loans, personal loans, charge cards, credit unions, etc.) Authorization is further granted to the reporting agency to use a photo static reproduction of this authorization if necessary to obtain any information regarding the above-mentioned information.

Any reproduction of this credit report authorized and release made by reliable means (for example, photocopy or facsimile) is considered an original.

1. _____
Borrower's signature Date

SSN 35-1956-521

2. _____
Borrower's signature Date

SSN _____

AFFIDAVIT OF CHILD SUPPORT PAYMENTS

Comes now, _____, after being first sworn upon his/her oath
now deposes and says as follows:

1. I am eighteen (18) years of age, I make the following representations on my personal knowledge and I am competent to give the testimony herein.
2. 2. I am not currently delinquent in child support payments.

I swear or affirm under the penalties for perjury that the above and foregoing statements are true to the best of my knowledge.

1. _____
Borrower's signature Date

2. _____
Borrower's signature Date

Application to the
City of Bloomington Business Investment Incentive Fund

By

The WonderLab Museum of Science, Health and Technology

Business Plan

Contact Information:
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I. Summary

A. Business Description

1. – 3. Name, Location, Description and Product

The WonderLab Museum of Science, Health and Technology is a private, nonprofit 501(c)(3) organization that is located at 308 West 4th Street in Bloomington, Indiana. The museum is situated in the downtown area, one block to the west of the courthouse square, and is within an Urban Enterprise Zone and Main Street Community. Approximately 73,000 children and adults visit the museum each year, attracted by its unique blend of science, interaction, discovery and excitement.

The **mission** of the WonderLab Museum of Science, Health and Technology is to provide opportunities for people of all ages, especially children, to experience the wonder and excitement of science through hands-on exhibits and programs that stimulate curiosity, encourage exploration, and foster lifelong learning.

WonderLab began in 1995 by a group of community volunteers. Following several years of a traveling outreach program that brought hands-on science activities to schools, festivals, libraries and other locations, WonderLab opened an interim museum in an empty store immediately north of the courthouse. This small museum was open from 1998 – 2002.

A capital campaign was initiated in 1998 and construction of the new building commenced in 2002. WonderLab opened to the public in its present site on March 29, 2003. The site of the museum was previously known as the Maplefoot site and for many years was a parking lot for city parking. The site was deeded to WonderLab by the city of Bloomington on May 20, 1998 for the purpose of establishing the museum.

The 15,000 square-foot, two-story **WonderLab Museum** occupies one-half of the site. The building is constructed mainly of brick and concrete block, with limestone accents. The museum contains over 80 hands-on exhibits for both children and adults on a host of topics such as air, animals, bubbles, cosmic rays, electricity, forces, geology, light, magnetism, music, nature, sound, water and how the body works. All of the exhibits encourage interactive learning and exploration by visitors of all ages. In particular, the Discovery Garden provides an exciting area of age-appropriate science experiences that are reserved for only toddlers, preschool-age children, kindergarteners and their caregivers.

In addition, the museum features **Exploration and Learning Labs**, which enable WonderLab to offer educational and interactive programs, demonstrations and workshops. WonderLab has a long history of partnering with local individuals and organizations to provide the very best in science experiences for the public. For example, IU scientists present programs on their areas of expertise, musicians of the Bloomington Symphony provide a “Meet the Instruments” interactive workshop for children, members of the Bloomington Amateur Radio Club introduce children to ham radio and help them construct their own radios and local artists share their special talents as children explore the many connections between art and science.

WonderLab serves as an **educational resource** to the Bloomington community. All of the exhibits and other activities at the museum are tied to state of Indiana science standards. About 12,000 schoolchildren and their teachers visit the museum each year on school fieldtrips. The importance of these fieldtrips to the development and education of children is demonstrated by the fact that MCCSC supports expenses so that all kindergarten children can visit the museum each year, and the Spencer-Owen School district sends all elementary school students to WonderLab on fieldtrips that are fully sponsored by Boston Scientific.

WonderLab's strong **educational focus** is also demonstrated by the following:

- WonderLab designs and presents summer science institutes and in-service workshops for teachers, helping them to be more effective at teaching science through hands-on methods.
- WonderLab produces the WonderPage, which is a weekly science education feature that is published during the school year in five area newspapers including *The Herald-Times*, Bedford's *Times-Mail*, the *Brown County Democrat*, Martinsville's *Reporter-Times* and the *Spencer Evening World*. The WonderPage is used in school classrooms as part of the Newspapers in Education program.
- Each summer, the museum offers WonderCamp, week-long science camps for children entering grades K-6. These are taught by certified schoolteachers and focus on hands-on exploration of science topics.
- The TIS resource room within the museum contains hundreds of books on how to effectively teach science to children. These resources are available on request to teachers, homeschool parents and youth group leaders.

To make WonderLab opportunities more accessible to low-income youth and their families, WonderLab's **“Connecting to the Community” program** provides free admission for groups that serve primarily low-income individuals, as well as free scholarships to camps and workshops for low-income children. In addition, the museum is open to the public at reduced admission fees periodically throughout the year.

Adjacent to the building is the Lester Bushnell WonderGarden, which is a 7,000-square-foot **outdoor nature area** that features trees, shrubs, plants, flowers, limestone benches, a program amphitheater, wind vane and waterfall. In addition to serving as a beautiful, restful destination for visiting families and school groups, the WonderGarden also provides an opportunity for outdoor science and environmental programming on a year-round basis.

WonderLab serves as a valued **economic resource** for Bloomington. The economic benefit of WonderLab is demonstrated in several ways.

- WonderLab is a family-friendly regional destination, attracting approximately 73,000 people to downtown Bloomington each year. For example,
 - Approximately 59% of group visitors and 28% of general visitors come from counties beyond Monroe County.
 - Many local tourism and convention organizations (such as the Convention and Visitors Bureau) use WonderLab as an effective marketing tool.
 - Some families regularly visit the museum from the Indianapolis region, with WonderLab as their primary reason for coming to Bloomington. Some museum member families live in the Indianapolis region.
- Museum visitors enhance the economic vitality of the downtown. Surveys of museum visitors show that:
 - Approximately 75% of visitors would not be in the downtown area if WonderLab were not located there.
 - Approximately 84% plan to eat in local restaurants or shop in downtown restaurants
 - On an annual basis, visitors spend an estimated \$250,000 in other downtown shops and restaurants.

WonderLab also serves as a **volunteer resource** for Bloomington. Each year, approximately 800 teenage, adult and senior volunteers from all parts of the community engage in volunteer opportunities at the museum. Volunteers assist the public in the exhibit galleries and help in the development and maintenance of exhibits. In addition, volunteers from the local Master Gardeners organization maintain

the WonderGarden. WonderLab volunteers provide almost 15,000 volunteer hours each year. WonderLab makes a special effort to offer opportunities to high school and college students that can enhance their workplace skills. Teens are involved as mentors to younger children in WonderLab's summer science camps and as museum guides assisting the public.

Since the organization's birth in 1995, WonderLab has received many **awards and honors**, which are listed in Attachment 1. For example, WonderLab was honored with the:

- "Social Entrepreneur of the Year" Fuse Business Innovation Award, awarded by South Central Small Business Development Center and inVenture in recognition of "innovative thinking, sound management and significant community impact." (2007)
- Downtown Revitalization Award / Quality of Life Award, awarded by the Downtown Bloomington Commission (2005)
- Community Enhancement Award, awarded by the Greater Bloomington Chamber of Commerce (2003)

4. Market and Competition

WonderLab has a 10-county service area, which includes Bartholomew, Brown, Greene, Jackson, Lawrence, Martin, Monroe, Morgan, Orange, and Owen counties. As noted above, WonderLab is a major regional destination, attracting approximately 73,000 children and adults to the museum each year. Of these, approximately 28% of general visitors (families, tourists, conference attendees, etc.) and 59% of group visitors (school fieldtrips, social service agencies) come from beyond Monroe County.

There is no comparable museum in south-central Indiana. This does not mean that there is no competition for WonderLab. For example,

- Schools face an increasingly more difficult time finding funds for fieldtrips. Many schools have significantly reduced or eliminated fieldtrips, in particular because of transportation costs. For example, Marlin School kindergarten must decide between a trip to WonderLab or a trip to Peden Farms.
- Parents face increasing demands for their time and funds, and may have to choose from among a visit to WonderLab, going to see a movie or another leisure activity. While the educational opportunities available at WonderLab are without equal, this choice is not always what parents select.

5. Management Expertise

a. Board of Directors

WonderLab is lead by an 18-member Board of Directors. WonderLab is fortunate to have as its board members talented and respected representatives from both the university and business sectors. Currently serving on the WonderLab board are two retired IU professors, one current IU business professor, the First Lady of Indiana University, representatives from two banks, a doctor with the largest medical group in south-central Indiana, a vice president with Cook Surgical, two attorneys, the IU School of Public and Environmental Affairs Development Director, the Executive Director of Development and Alumni Relations at the IU School of Education, the president of Quality Mill Supply Company, a leading administrator from the Monroe County Community School Corporation, two real estate brokers/owners, a representative from the T.I.S. Group, and a vice president and building division manager from Weddle Bros. Construction Company

This diverse group of men and women, many with businesses reaching constituents in Bloomington as well as in multiple counties throughout Indiana, are a strong reflection of the community that WonderLab serves.

The Board of Directors is directly involved in WonderLab's fiscal management and meets on a monthly basis. While financial records are maintained by the Executive Director and Business Manager, the detailed revenue and expense results are reported monthly to the Finance Committee (chaired by the Board Treasurer) and then brought to the monthly Board meetings for discussion by its members. Each year, the operating budget is created by the Executive Director, with assistance from senior staff. The budget is then discussed, modified and voted on by the Finance Committee, and brought to the entire Board for their discussion, modification and vote. Section VII of this document provides the 2007 board-approved operating budget, the 2008 operating budget (approved by the Finance Committee and to be voted on by the Board at its November 19 meeting) and operating expenses and revenues from the prior three years.

To ensure responsible fiscal management, an independent CPA firm (Blue and Company) conducts a regularly scheduled audit of WonderLab finances. The results are reported to the Finance Committee and the Board for their discussion. The audit for 2006 is provided in Attachment 5.

The Board of Directors is directly involved in WonderLab's fundraising efforts. All Board members assist in the identification and solicitation of potential individual, family, foundation and business donors. Members of the Board comprise the Development Committee, which advises and assists WonderLab's development director.

The strong commitment of the Board to the success of WonderLab is demonstrated by the fact that, over the last 12 months, nearly all Board members have donated funds to the museum and the average percentage of attendance at Board meetings is approximately 80%. We are delighted with the Board's dedication to WonderLab, especially considering that meetings are monthly and require significant time out of members' busy schedules.

b. WonderLab Staff

WonderLab is lead by Executive Director Catherine Olmer, who also is a physics professor at Indiana University. She has a Ph. D. in physics from Yale University and specializes at IU in teaching physics for elementary education majors. Olmer has received a number of teaching awards from IU, as well as awards based on her work with WonderLab. Most recently, she was awarded the George W. Pinnell Award for Outstanding Service by Indiana University (2006). Her resume is included in Section VI.

The resume of WonderLab Exhibits Director, Don Marvel is also included in Section VI. The Center will provide the space, work environment and resources that he and his team need to create new and exciting experiences for museum visitors. He has extensive experience in the management of large projects, and is well suited to this role.

The strong management expertise of WonderLab is also demonstrated by the aforementioned "*Social Entrepreneur of the Year*" Fuse Business Innovation Award, which was presented to WonderLab in 2007 by the South Central Small Business Development Center and inVenture. This award is given to a nonprofit organization that "exhibits innovative thinking, sound management and impacts the community."

B. Business Goals

The WonderLab Board of Directors approved the 2006 – 2011 Strategic Plan on January 16, 2006. This document is included in Attachment 2. As stated in the Strategic Plan, WonderLab's business goals are to be a:

- Leader in informal science education
- Leader in museum experience
- Leader in the community
- Leader in volunteerism
- Model for professional practices

The basic values of WonderLab – its important beliefs and guiding concepts – are expressed in the Strategic Plan. These five values include:

- **Education:** We nurture curiosity, discovery and a sense of wonder in the world around us. We provide experiences that build the inquiry and thinking skills associated with science and technology, and convey scientific knowledge. We promote learning as a life skill and a lifelong venture.
- **Enjoyment:** We make science fun. We strive to provide experiences that excite, delight, challenge and surprise.
- **Excellence:** We provide the highest quality service and educational experience to our visitors. We apply best practices to support employees and volunteers, conduct business and build the organization.
- **Access:** We strive to be a physically and financially accessible resource.
- **Volunteerism:** We value the indispensable contributions of community and student volunteers who influence and energize every aspect of WonderLab through their talent, expertise, time and dedication.

The Strategic Plan is discussed in more detail in Section VI – G.

C. Summary of Financial Needs and Application of Funds

This proposal to the Bloomington Investment Incentive Fund seeks funding to enable WonderLab to construct an Exhibits and Programs Support Center. The purpose of the Center is to enable WonderLab to be more effective and efficient in the development, fabrication and maintenance of museum exhibits and activities. The Exhibits and Programs Support Center is critical because:

- New museum experiences are directly tied to museum attendance and attendance-related revenues. As a result, the creation of the Center is essential to continued high attendance and the long term financial health of the organization.
- New museum experiences are essential to WonderLab's ability to continue to serve as a strong economic resource for the downtown, as well as a valued educational, tourism and recreation resource for the community.
- The new workplace environment provided by the Center is important to job safety, job satisfaction and job retention issues.

As discussed later in this document, the Exhibits and Programs Support Center will:

- Triple the workspace available for exhibits, gallery and program staff who are developing, fabricating and maintaining exhibits and activities.

- Double the storage space available to these departments.
- Enable more volunteers and assistants to be involved in the creation of new museum experiences.
- Increase the efficiency and effectiveness with which exhibits and programs are developed and fabricated.
- Create a safe, properly equipped and climate controlled workspace in which museum staff, volunteers and assistants can best utilize their talents and expertise to create and maintain both exhibits and programs.

The construction of the Center will occur in two phases:

- Phase #1: The small, un-insulated 12' x 16' shed that is currently in the garden has no heating or air conditioning. Its small size and lack of climate control make it unusable for exhibit construction during most of the year. In Phase #1, the shed will be replaced by a larger, 18' x 24' building that is insulated, climate controlled and designed to provide the workspace, storage and resources needed by the Exhibits Department. This phase will commence in November 2007.
- Phase #2: The present support space at the back of the museum is too small to provide the workspace and storage space needed by the three departments that share it (exhibits, gallery, programs). This greatly hinders the effectiveness of these departments in developing and building new exhibits and new activities for the museum. The present single-level space will be modified to also include a mezzanine, thereby significantly expanding the amount and quality of both workspace and storage space. This phase will commence in late 2008 or 2009.

The annual budget for WonderLab is approximately \$1,000,000. To meet this, the museum relies on an equal mix of earned revenues and philanthropic support. For every \$1 spent by visitors in the museum (e.g., admission and program fees, membership and gift store), WonderLab must raise an additional \$1 through contributions from individuals and businesses, special events, and grants. This reflects a commitment to making WonderLab as affordable as possible to families and schools.

The grant support of the Bloomington Investment Incentive Fund is critical because WonderLab's financial resources are extremely limited. Donations to the museum are vital for support of ongoing operations and are not sufficient for also fully funding the Center. The construction of the Center cannot proceed without the partial support requested from the Bloomington Business Investment Incentive Fund. We note that WonderLab received grant funding from the Bloomington Investment Incentive Fund in 2001, which helped to fund construction of the museum gift store.

D. Earnings, Projections and Potential Return to Investors

WonderLab revenues include two sources, each of which contributes approximately one-half of the operating revenues:

- Earned revenues: admission and program fees, membership fees, gift store purchases, parties and rentals, etc.
- Unearned revenues: donations (from individuals, families, businesses, corporations, foundations and government agencies), special events and grants

Financial projections (such as included in Section VII) are based on past performance and estimates of potential changes expected in the future.

As a nonprofit organization, WonderLab has no investors. Any net revenues are reinvested in the organization, to help WonderLab further its educational mission.

II. Market Analysis

A. Description of Total Market

WonderLab's interim museum opened in January 1998 and the present museum opened in March 2003. We project that by the end of this year, a total of approximately 400,000 children and adults will have visited WonderLab since its start in 1998.

During these ten years, WonderLab staff members have developed a deep understanding of the market. This has evolved from conducting annual surveys of museum visitors, as well as maintaining daily statistical information about museum visitors such as zip code.

Museum visitors include general admission and group admission visitors. (Additional visitors, such as after hour rentals, are not considered here.)

- There are two types of general admission visitors: members and nonmembers.
 - Members pay a nominal annual fee (typically \$80/family of five) and enjoy free admission to WonderLab plus other benefits, such as free admission at over 270 other museums in the U.S. and discounts on WonderLab summer camp. There are 1,550 member families.
 - Nonmembers pay for each museum visit (\$6 per person, on average).
- Group visitors include school fieldtrips, youth organizations, social service agencies, IU classes and more. They pay a reduced fee of \$4.50 per person in the group. WonderLab's "Connecting to the Community" program provides free admission for groups that serve low-income individuals.

Some highlights of the market analysis include:

1. Geographical Origin:

- 72% of general admission visitors come from Monroe County. During 2006, this included:
 - 30,248 children and adults who are museum members.
 - 19,782 children and adults who reside in Monroe County but are not museum members.
- 22% of general admission visitors come from other Indiana counties. The highest percentage counties, in order, include Lawrence, Greene, Morgan, Owen, Brown and Marion.
- 59% of group visitors come from other Indiana counties. The highest percentage counties, in order, include Johnson, Morgan, Greene, Daviess, Lawrence, Owen, Marion, Brown and Orange.

Geographical Distribution of Museum Visitors, Year 2006

	<i>General Admission</i>	<i>Group Admission</i>
Monroe County	72%	41%
Other Indiana Counties	22%	59%
Outside of Indiana	6%	0%
Total %	100%	100%
Total # of Visitors	59,171	11,465

2. Annual surveys of general admission visitors are conducted. Some highlights include:
- There is an average of 3.3 people per family unit, with slightly more children than adults.
 - On average, 55% of general admission visitors come to WonderLab once a month or more frequently during a year.
 - On average, 50% of general admission visitors visit the downtown more often because WonderLab is located there.
 - On average, 75% of general admission visitors would not be in downtown Bloomington on the day of the survey if WonderLab were not located there.
 - During a typical visit to WonderLab, 84% of general admission visitors either sometimes or often eat out in downtown restaurants and/or shop in downtown stores.

These results demonstrate a large number of people who are attracted to the downtown because of WonderLab and who also intend to go to other downtown businesses. Based on the surveys, we estimate that about \$250,000 is spent each year in other downtown businesses by WonderLab visitors. In this way, WonderLab is an important resource in maintaining the economic vitality of the downtown.

B - 1. Industry Trends

WonderLab is one of 428 other science museums or centers that belong to the Association of Science and Technology Centers (ASTC). ASTC conducts annual surveys of its museums, providing detailed information on the performance and trends of museums throughout the world.

The following table compares WonderLab's performance record to the most recent (year 2006) ASTC results for US museums of comparable size and budget to WonderLab. Included in the table are attendance, operational and financial information, as well as four performance ratios that have been established by ASTC as indicative of a museum's effectiveness and efficiency.

<i>Trends for Comparable ASTC Museums</i>	<i>WonderLab Museum</i>
Monthly trends in attendance fluctuations are common to all museums, with highest attendance in March, April, July and lowest attendance in September, October, January and February.	These seasonal attendance trends also hold for WonderLab.
Equal numbers of museums experienced overall increase or decrease in general admission attendance in year 2006 compared to year 2005.	WonderLab general attendance increased from 54,512 (year 2005) to 59,171 (year 2006), or 9% growth.
60% of museums experienced decrease in attendance by school groups in 2006.	WonderLab group attendance remained constant: 11,236 (year 2005) to 11,465 (year 2006).
Median full-time-equivalent employees is 13 FTE (25% - 75% percentile range of 7 FTE – 24 FTE)	WonderLab has 16.6 FTE, well within ASTC range
Median number of volunteers is 75 per year. Median number of hours volunteered is 3,000 hours per year.	WonderLab had 831 volunteers for 14,788 volunteer hours in year 2006. This is better than comparable ASTC museums.
40% of operating revenues comes from earned income	WonderLab earned revenues in year 2006 were 48% of total revenues, which is comparable to ASTC museums.
Median total operating expense is \$820,000 (25% - 75% percentile range of \$430,000 - \$1,600,000)	WonderLab operating expense in 2006 was \$910,000, which is comparable to ASTC museums given the wide range.

<i>Performance Ratios for Comparable ASTC Museums</i>	<i>WonderLab Museum</i>
Performance Ratio #1: Ratio of annual attendance to interior exhibit square feet is 8. A higher ratio indicates better performance.	WonderLab is 12, better than comparable museums.
Performance Ratio #2: Ratio of annual attendance to FTE employees is 4,431. A higher ratio indicates better performance.	WonderLab is 4,397, comparable to ASTC museums.
Performance Ratio #3: Ratio of operating expenses to attendance is \$16.85. A lower ratio indicates better performance.	WonderLab is \$13.01, better than comparable museums.
Performance Ratio #4: Ratio of operating expenses to interior exhibit square feet is \$139. A lower ratio indicates better performance.	WonderLab is \$153, slightly more than comparable museums but still within an acceptable range.

From these results, we conclude that WonderLab’s operations follow industry trends and that WonderLab meets performance standards as established by the museum industry.

Of concern is how these trends will continue in the future. Although general admission increased by 9% from 2005 to 2006, we are experiencing a small decline in attendance for 2007 (4% decline for Jan – Oct 2007 as compared to same date range in 2006). A decline in admissions has significant effects on earned revenues necessary to maintain the museum, as well as WonderLab’s ability to serve as an economic resource for the downtown.

Visitor comment cards and member surveys, while generally very positive about WonderLab, note the need for more new exhibits and activities. It is clear to us that attracting more visitors to the museum will require adding more new exhibits and activities, and making our limited staff as efficient and effective as possible. The present proposal seeks to address this situation by providing the workspace and resources in which museum staff can produce new museum experiences and provide the necessary maintenance for existing exhibits and programs.

B – 2. Target Market

Visitors to the WonderLab Museum in year 2006 included:

<i>Type of Visitor in Year 2006</i>	<i>#</i>	<i>%</i>
General admission, nonmembers	25,694	35%
General admission, members	31,448	43%
Group admissions	11,465	16%
Birthday parties	2,029	3%
After-hour rentals	1,355	2%
Other	1,003	1%
Total	72,994	100%

This included 42,750 children (59%), 29,310 adults (40%) and 934 seniors (1%). (Additional seniors who did not identify themselves as such are included in the “adult” category.)

The main target markets for the promotion of WonderLab visits include:

- Families with children who are pre K through 6th grade, the range of ages most attracted to the museum's offerings. We note that an increasing number of parents are looking for educationally enriching recreation, not just fun.
- Schools that are pre K through middle school. We note that schools in general are trying to address different learning styles, and the nontraditional, informal setting of a museum can result in very effective informal environments.
- Social service agencies, day cares and other groups that serve children and families.

Additional target markets include:

- Potential and past donors, to help support the continuing mission of the museum
- Local businesses, to join WonderLab's corporate partner program
- High school and IU students, to serve as volunteers, assistants and interns
- Agencies that specialize in travel, tourism, conference and tournaments, to promote WonderLab as a family-friendly regional destination that appeals to all ages

C. Competition

There is no comparable science museum in south-central Indiana. WonderLab is a unique resource for our community. As noted in a 2006 survey of museum visitors,

- 92% believe that more people eat in downtown restaurants or visit downtown businesses because of WonderLab's presence in the downtown.
- 99% believe that WonderLab's experiences are unique to the area.
- 98% believe that WonderLab's experiences are important to their families.
- 100% believe that WonderLab's educational opportunities are important to the Bloomington community.
- 100% believe that WonderLab is important to the quality of life in the Bloomington community.

WonderLab does face continuing challenges from competition. For example,

- Very few schools have adequate funding for school fieldtrips. As a result, we are not experiencing the number of fieldtrips that should be possible. This is a particular problem in MCCSC, which for many years has been experiencing inadequate funding for fieldtrips, even those that can provide educationally enriching experiences.
- For many families, these are economically difficult times, with increasing costs for necessities such as housing, food and gas. Even though the educational value of a museum visit is impressive, economic realities may result in a family having a much reduced disposable income.
- WonderLab faces competition as a recreation destination. Parents may decide to bring their children to other entertainment venues such as movies, miniature golf, laser tag, and others.

The existence of other museums in Bloomington might be perceived as providing competition. This is not the case. The museums have banded together in the Association for Bloomington Museums, to jointly promote the importance of museum visits. A general brochure encouraging visits to all Bloomington museums has been created and is available at all of the museum, plus other places such as the Convention and Visitors Bureau.

We note the challenge that is often experienced by WonderLab when visitors complain that they did not have to pay admission fees at other Bloomington museums, such as the IU Art Museum. They fail to understand that they are financially supporting those museums indirectly through their tax dollars, and that because WonderLab does not receive tax support, it must charge for use of the facility.

V. Marketing Strategy

A. Overall Strategy

The core marketing effort of WonderLab is to establish its identity as an invaluable educational asset for the local community and the region. Several different marketing themes are incorporated, depending on the audience.

<i>Audience</i>	<i>Message</i>
Primary Visitor Audiences: Families with pre K-grade 6 children and schools (pre K-middle school)	A fun way to learn, safe and clean environment, new experiences through exhibits and programs
Secondary Visitor Audiences: Tourists and adults	The best family attraction in Bloomington, unusual lifelong learning opportunities
Members and Potential Members	High value relative to cost, new experiences, sense of responsibility for institution
Donors and Grant Agencies	Educational asset, economic development partner
Volunteers/Student Interns and Employees	Sense of community, mentoring partner, home away from home

Principal marketing efforts involve a wide variety of methods. Some of these include:

- Electronic:
 - WonderLab website at www.wonderlab.org (150,000 hits per month)
 - Presence on other community websites, such as Convention and Visitors Bureau
 - “What’s Happening at WonderLab” monthly e-updates sent to individuals and groups, as well as museum member families
 - School information bulletins sent monthly during school year to private and public schools in south-central Indiana as well as to parts of central Indiana, superintendents, principals and teachers on request
- Print:
 - General brochure available at museum and distributed to local hotels, Convention and Visitor Bureaus in south-central Indiana, outreach events and selected Indiana welcome centers.
 - *Lab Notes* quarterly newsletter mailed to museum members (1,500 families)
 - *Lab Links* newsletter mailed to museum donors
 - Flyers and bookmarks available at museum
 - “What’s Coming Up at WonderLab” bookmarks distributed to children on fieldtrips
 - Posters and flyers for special weekend programs are distributed to all public libraries in the region and Convention and Visitors Bureaus in south-central Indiana.
 - WonderPage weekly science feature, published in five area newspapers
 - Paid and in-kind advertisements placed in newspapers

- Other:
 - Press releases and public service announcements sent to newspapers, radio stations and television
 - Paid and in-kind advertisements on radio
 - Presentations to community groups, such as service clubs
 - Active member involvement with other community organizations, e.g., Rotary and Kiwanis
 - Donation of museum admission passes to individuals (e.g., pass for “one free child for each paying adult” presented to guests at birthday parties held at museum or school groups visiting from outside Monroe County) or other organizations
 - Partnerships with local hotels (Bloomington Fairfield Inn, Hampton Inn, Towne Place Suites)

B. Pricing Policy and Sales Terms

The three main types of museum entrance fees include:

- **General admission fees** of \$5.50/child, \$6.50/adult and \$6.00/senior. A small increase in these rates is projected for 2008, our first such increase since opening in 2003.
- **Membership fees**, which provides free admission to WonderLab for one year plus other benefits such as free admission to over 270 other museums in the US and abroad. There are four types of museum memberships:
 - Dual membership for \$50/year for two people
 - Basic family membership for \$80/year for five people named on member card, with option to add-a-member for \$15/person
 - Grandparent membership for \$100/year for two grandparents plus all grandchildren under the age of 17, plus 4 passes
 - Premier family membership for \$120/year for five people named on member card, with option to add-a-member for \$20/person, plus added benefits such as bringing two free guests per daily visit, discount on rentals and invitations to special events.
- **Group admission fees** of \$4.50 per person, with free admission for one adult for every 10 children. In addition, special science demonstrations and lab-based activities are available for an extra fee. To qualify for the group admission fee, the group must have made a reservation at least two weeks in advance of the visit.

These fees are set low in order to keep the museum as accessible as possible to everyone. As a result, admission and membership fees cover only about 27% of the museum’s expenses.

The reduced fees may still present a burden for economically disadvantaged families. To address this difficulty, WonderLab has several initiatives providing free or greatly reduced admission for low-income children and adults. These include:

- **Connecting to the Community:** Free group admission is provided for schools and organizations that serve primarily low-income children, such as Head Start, Fairview Elementary School, and Boys and Girls Club. Free admission is also provided for Big – Little pairs in Big Brothers Big Sisters. The support for Connecting to the Community comes from donations and grants.
- **Donna Lou Creek Fund:** Dividends from this endowment will provide free general admission passes for Habitat for Humanity, Head Start and Middle Way House to distribute to their clientele.

- **Lilyan and John Carlson Fund:** Dividends from this endowment will provide scholarships to WonderLab's summer camp for low-income children. Additional funds for this purpose are utilized from Connecting to the Community donations.
- **Dollar Day:** Each year, WonderLab is open to the public for a fee of only \$1 per person. "Dollar Day" is sponsored by FC Tucker/OBR Realtors.
- **First Friday:** The museum is open to the public from 5 pm to 8:30 pm on the first Friday of each month at a discounted admission fee of \$3 per person
- **Teen Challenge Nights:** Special evening programs for only teens are offered periodically during the year. These have a discounted admission fee of \$3 per person.

Additional fees are charged for other WonderLab experiences, including:

- **Museum Gift Store:** This retail store offers an affordable selection of science-themed souvenirs and educational merchandise for the classroom and home. There are hundreds of different items for both children and adults, with prices as low as 10 cents. The revenues from the gift store support the educational exhibits and programs at the museum.
- **Birthday Parties:** Parents can schedule their child's birthday party at the museum. This includes a two-hour exclusive use of a program room, a special hands-on science activity guided by a museum staff member, party favor bags for all guests and more. The minimum cost for a birthday party is \$130 per party.
- **Museum Rentals:** The entire museum and garden are available for private rentals whenever the museum is not open to the public. This includes exclusive use of the entire museum for up to 300 guests as well as dining space for buffet or sit-down meals. The museum is a unique setting for holiday parties, conference receptions, recognition events, retirement parties, family celebrations, birthday parties and more. The price for a museum rental depends on the size of the group.
- **Fee-Based Programs and Workshops:** Throughout the year, WonderLab offers a wide mix of special programming such as bat house construction, live baby tiger program and a chocolate workshop. These generally involve a minimal fee for the public in addition to normal admission fees, and mainly cover the additional cost of the kit materials and animal presenters. Typical fees range from \$1 to \$5 per person.
- **WonderCamp:** This is WonderLab's summer science camp, which provides week-long explorations of science topics for children entering kindergarten through 6th grade. WonderCamp emphasizes hands-on science activities that help children develop critical thinking skills and creative strategies. Its primary purpose is to introduce children to the process of scientific inquiry in an informal setting, while also introducing them to basic scientific concepts and principles. Camp sessions are led by experienced classroom teachers, assisted by local teens participating in WonderLab's summer high school intern program. The minimal cost for a full-day, week-long camp session with lunch break is \$140. Scholarships are available for low-income children.
- **Outreach:** WonderLab staff members bring an assortment exciting science activities and demonstrations to you for creative and interactive science exploration. Outreach events can be held at a school, library, community center, festival or other location. There is a wide range of outreach prices, depending on the number of participants, number of activities and other factors.

C. Method of Selling, Distributing and Servicing Products

The WonderLab Museum is open to the public from 9:30 am to 5:00 pm on Tuesday through Saturday, as well as from 1 to 5 pm on Sunday. WonderLab is also open to the public in the evening, from 5 pm to 8:30 pm, on the first Friday of every month. The administrative offices are open for business from 8:30 am to 5 pm on Monday through Friday.

All museum visitors check-in at the “welcome” desk, where admission and use fees are paid, membership cards are checked and information is available about the museum’s offerings. All financial transactions are done with the museum management program Explorer Systems (not the browser), which is commonly used by museums. Explorer Systems is a powerful tool for efficient museum operation because it integrates admissions, reservations, development and membership.

All reservations (e.g., groups, birthday parties, rentals, outreach and camp sessions) are made with the Scheduling Coordinator, either in person, by telephone or by e-mail. This service is available on Mondays through Fridays.

Although the museum is closed to the public on Mondays, the administrative offices are open for business. Thus, for example, WonderLab staff members are available on Mondays for inquiries and reservations, as well as on the other weekdays.

VI. Management Plan



A. Form of Business Organization

WonderLab is a private, nonprofit 501(c)(3) organization that is lead by an all-volunteer Board of Directors, which is listed below. The Executive Director reports to the Board.

B. Board of Directors Composition

Officers:

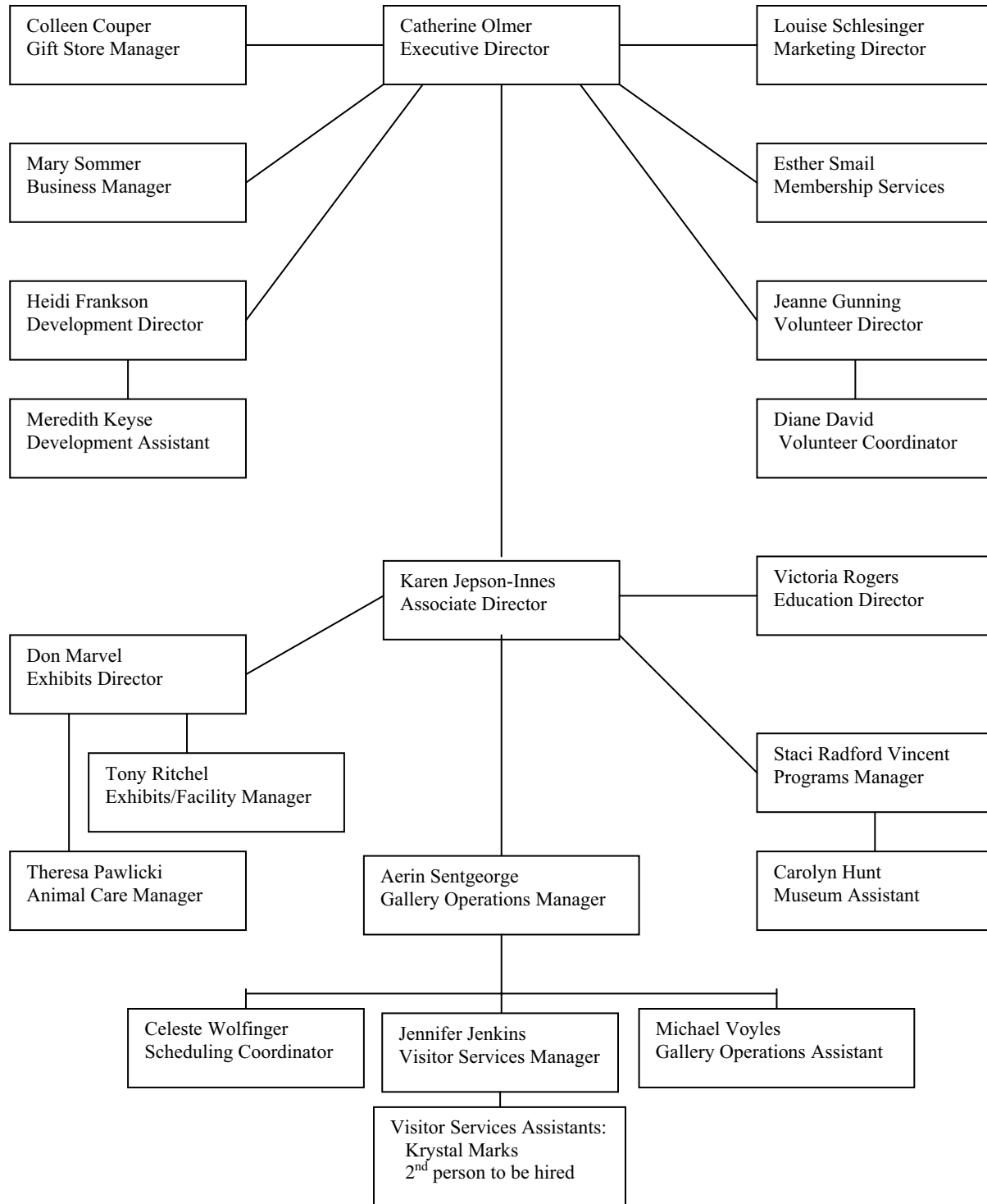
Mike Baker, President of Board, President, Quality Mill Supply Company
Randy J. Rogers, Vice President of Board, Development Director, IU School of Public and Environmental Affairs
James Silberstein, Treasurer of Board, President, JMS Rentals, LLC
Helen Gibbons, Secretary of Board, Professor Emerita, School of Business, Indiana University

Members:

Sarah Baumgart, Executive Director of Development and Alumni Relations, Indiana University School of Education
Jean Creek, M.D., Physician, Internal Medicine Associates
Andy Cron, Vice President, Cook Surgical
Karen Howe Fernandez, Attorney
David Henson, Executive Vice President, Commercial Lending Division, German American Bank
Margaret Intons-Peterson, Professor Emerita, Department of Psychology, Indiana University
Chris Kroll, Region President, Old National Bank
Bob Mann, Attorney with Andrews, Harrell, Mann, Carmin and Parker
Laurie Burns McRobbie, Indiana University
Michael Shipman, Curriculum & Instruction Director, Monroe County Community School Corp.
Scott Smart, Eli Lilly Finance Faculty Fellow, Indiana University Kelley School of Business

Kevin Theile, Human Resources, T.I.S. Group
 Donald Turner, Vice President and Building Division Manager, Weddle Bros Construction Co.
 John West, Managing Broker/Owner, FC Tucker/OBR, Realtors

C. Organizational Chart and Responsibilities



D. Resumes of Key Personnel

Catherine Olmer, WonderLab Executive Director

Education:

- Ph.D. (Experimental Nuclear Physics), Yale University, 1976
- M. Phil. (Nuclear Physics), Yale University, 1973
- B.A. (Physics, summa cum laude with distinction), Boston University, 1970

Work Experience:

- Executive Director, WonderLab Museum of Science, Health and Technology, 1998-present
- Professor of Physics, Indiana University, 1992-present
- Associate Professor of Physics, Indiana University, 1983-1992
- Assistant Professor of Physics, Indiana University, 1979-1983
- Postdoctoral Research Associate, Physics Division, Argonne National Lab, 1977-1979
- Postdoctoral Research Associate, Physics Division, Lawrence Berkeley Lab, 1976-1977

Selected Awards and Honors:

- George W. Pinnell Award for Outstanding Service (2006)
- Indiana University Distinguished Service Award (2005)
- "Herman B Wells Lifetime Achievement Award" presented by the Indiana University Student Association (2004)
- "Bloomington Woman of the Year" award presented by the Bloomington Commission on the Status of Women (2002)
- "Women in Technology" award presented by the Network of Women in Business, Women and Hi Tech, and the Lilly Women's Network (2000)
- "Phenomenal Women of Bloomington" award from the Bloomington Voice magazine (1997).
- IU Herman Frederic Lieber Excellence in Teaching award (1991)
- Indiana University Physics Department Outstanding Contribution to Teaching Award (1987)
- Indiana University College of Arts and Sciences Alumni Association and Graduate School Distinguished Teaching Award (1986)

Comments:

Catherine Olmer joined the physics department faculty of Indiana University in 1979. From 1979 to 1998, she conducted experimental nuclear physics research at the Indiana University Cyclotron Facility (IUCF). In 1998, Catherine designed and developed the Research Experiences for Undergraduates (REU) program at IUCF, which has been continuously funded by the National Science Foundation to present. She served as the IUCF REU Program Director from 1988-1999.

In 1995, Catherine was a founding member of the WonderLab Museum of Science, Health and Technology. WonderLab's mission is to provide opportunities for people of all ages, especially children, to experience the wonder and excitement of science through hands-on exhibits and programs that stimulate curiosity, encourage exploration, and foster lifelong learning.

Catherine was appointed as WonderLab's first Executive Director in 1998. In this role, she provided the leadership that lead to the March 2003 opening of a new 15,000 square foot museum, which features over 80 hands-on exhibits as well as changing programs and activities. Over 70,000 visitors visit the museum each year, including families, school field trips, youth groups, and more. As Executive Director, Catherine manages a budget of approximately \$1,000,000 and a staff of 17 FTE.

At IU, Catherine specializes in teaching “Physical Science for Elementary Teachers.” This one-semester physics class is required of all elementary education majors (approximately 200 students per semester). The course is designed to not only convey the ideas and methods of physics, but also to provide future teachers with activities they can use in their elementary school classrooms. Catherine has written the course text and designed all the lab activities.

Don Marvel, WonderLab Exhibits Director:

Education:

- B.A. (Studio Art and Art History) with minor in Technical Theater, Oberlin College

Work Experience:

- Exhibits Director, WonderLab Museum of Science, Health and Technology, 2002 - present
- Exhibit Developer and Fabricator, Hoffman Design Works, Inc., Bloomington, Indiana. Marvel served as a design consultant and fabricator, developing a wide range of exhibit fabrication skills while building custom industrial machines and interactive exhibits.
- Exhibit Technician and Program Assistant, The Health Adventure Museum, Asheville, North Carolina. At this museum, Marvel fabricated small exhibits, maintained the museum’s permanent exhibit collection and coordinated, installed and maintained six traveling exhibitions.

Comments:

During his five-year tenure at WonderLab, Don has designed and supervised the fabrication of more than 20 exhibits that are currently at WonderLab. In addition, he has supervised the work of five noted exhibit fabrication companies in the design and fabrication of significantly more complex exhibits for WonderLab. Don has also been responsible for the coordination and installation of ten major traveling exhibitions (four at WonderLab and six at The Health Adventure) from leading North American museums.

As WonderLab’s Exhibits Director, Don supervises the efforts of three staff members who assist in the development, fabrication and maintenance of exhibits. He also supervises several community volunteers who play important roles in the development and maintenance of the museum’s exhibits.

To further develop his professional expertise and experience, Don participated in two exhibits workshops sponsored by the National Science Foundation: “The Making of an Experiment Bench Exhibit: Theory and Practice” at The Science Museum of Minnesota and the “Workshop on Active Prolonged Engagement Exhibits” at The Exploratorium. Both of these workshops explored the methodology of designing and building interactive exhibits that foster engagement, experimentation, inquiry-based exploration of natural phenomena, and informal application of the scientific process.

Don has also frequently attended the Association of Science and Technology Centers (ASTC) annual conference, which provides valuable opportunities to meet with exhibit designers and other museum professionals from all over the world in workshops, demonstrations and informal gatherings. ASTC is the umbrella organization of over 540 science centers and museums in 40 countries, and is dedicated to furthering public understanding of science among increasingly diverse audiences. WonderLab is a member institution of ASTC.

E. Staffing Plan and Number of Employees

As indicated earlier, WonderLab has a staff of 9 full-time and 13 part-time staff, for a total of 17 FTE. In addition, there are approximately 25 interns and assistants, typically students at Indiana University.

The proposed project will not result in an immediate increase in the number of staff at WonderLab. However, expanding the number of staff in the exhibits department is a high priority for WonderLab and could be possible only if the Exhibits and Programs Support Center is completed. WonderLab plans to seek funding for additional exhibits staff once the Center is complete.

F. Facilities Plan and Planned Capital Improvements

1. Reason for the Project

This grant to the Bloomington Investment Incentive Fund requests support for capital improvements to the museum, which will enhance and expand WonderLab's capacity to provide new and exciting science experiences for years to come. The construction of an Exhibits and Programs Support Center is critical to WonderLab. Without the new experiences enabled by the Center, the number of museum visitors will steadily decline, thereby diminishing attendance-related revenues and hurting the financial health of the organization. This decrease in attendance will, in turn, jeopardize the economic, educational and tourism benefits provided by WonderLab. With a decrease in the number of museum visitors, WonderLab will no longer be a strong economic catalyst that energizes the economic vitality of the downtown.

The primary problem addressed by this grant is the present lack of appropriate space available to (1) design, develop, fabricate and maintain exhibits, as well as (2) develop new activities and programs. At present, staff from the Exhibits, Gallery and Programs Departments share two spaces:

- 12' x 16' un-insulated shed with no heating or cooling, which is located in the WonderGarden
- Limited shared support space, located behind the gallery space on the first floor. This support space is also where staff, delivery and cleaning crews enter and exit the building.

During the museum's history since 2003, this combined space has become increasingly problematic and is now one of the most serious challenges facing WonderLab. Some examples include:

- The shed is too small to contain all of the shop tools that are needed. In addition, the shed is too small to hold many construction materials (such as sheets of plywood). There is scant workspace for one person to work safely. Work is often performed outside of the shed on sawhorses set up in the garden. Some shop tools (such as the band saw) are located in the shared support space within the main building, giving rise to excessive dust, noise, and other potential physical hazards for other staff members who share the space, as well as people who enter or leave the museum through that space. Other basic shop tools (such as a lathe) are just not possible to add to the existing space, thereby limiting what the exhibits staff can do.
- The shed is not insulated, and has no cooling or heating. Because exhibit work must occur over the entire year, exhibits staff members work in the shed during Bloomington's broiling summer, frigid winter and under other unacceptable conditions. It is not uncommon to see WonderLab exhibits staff sawing plywood sheets set up on sawhorses in the garden patio during the winter.
- The shared workspace within the main building is much too small to safely accommodate all the needs of the exhibits, gallery and programs department. For example,

- In ideal conditions, only two or three people can work in the main building support space without getting in each other's way. If a damaged exhibit needs to be removed from the museum gallery to this space for repair, the situation worsens. There is a real risk of damage to projects or injury to staff as they struggle to navigate the congested space.
- Workbench space is in high demand and projects regularly need to be cleared and moved to make way for other projects, only to be moved back a few days later. This creates great inefficiencies in workflow and is a constant source of frustration for staff.
- The current primary workspace for exhibit repair and fabrication within the main building support space is also a thoroughfare that connects the back door to the rest of the main building, with traffic from staff of all departments, UPS deliveries, and nightly custodial service transporting trash outside. Valuable equipment, materials and projects must be secured out of harms way when not directly attended for fear of accidental damage. In the past, some exhibits under construction were inadvertently broken.
- Because the space is scarcely large enough to support core staff, WonderLab is not able to utilize as many interns, assistants and community volunteers as we would like in the creation of the new experiences. In particular, WonderLab plans to attract several local retirees who can utilize their lifelong skills and expertise in helping to create new experiences for museum visitors.
- Gallery, programs and exhibits staff must regularly climb 12-foot-tall ladders to reach supplies stored on high shelves. This creates a potential safety hazard for staff as well as for equipment and materials in the support space.

It is clear that WonderLab has long ago outgrown its support space and that the present work environment is unacceptable. Addressing these problems is critical to improving job safety, job satisfaction and job retention.

We are truly fortunate to have exhibits, gallery and programs staff who have the expertise, imagination and creativity to provide new and exciting experiences for the public. But to do so, they staff must be provided with the appropriate space and resources. It is only through the incredible dedication and fortitude of our present staff that they have been able to work within the constraints and frustrations of the existing space. If the support space problem is not addressed, it will become increasingly difficult to retain and attract skilled help. Because WonderLab's staff are key to the goal of excellent visitor experience, and because museum visitation is essential to WonderLab's survival, improving support space and storage space in our facility is critical.

2. What Will Be Done

This grant to the Bloomington Investment Incentive Fund requests support to enable the creation of an Exhibits and Programs Support Center, which will *triple* the available workspace, *double* the available storage, and provide for a workspace that is safe, properly equipped, climate controlled and fully appropriate for the work that will be done.

The overall project will be carried out in two phases.

Phase #1: Area of Support Center located external to main building

The present 12' x 16' un-insulated shed in the WonderGarden will be removed. A new 18' x 24' insulated building with heating and cooling will be constructed. This will more than double the available space external to the building, and make it useable on a year-round basis. The new building will also contain 750 cubic feet of new storage space for exhibit materials and supplies. This will benefit the exhibits staff

members, who will use it as their primary location for exhibit design, development, fabrication and maintenance.

The building will be constructed so that it blends well with its surroundings in the WonderGarden. It will be single-story, with windows, gabled roof, shingles and pine paneling on the outside. The interior of the building will be constructed to provide as much space as possible for exhibit fabrication and maintenance, with appropriate lighting, electrical service, shelves, tables and machine shop tools. A half-loft will provide storage space for materials currently stored in the main building. The building will have a heating and cooling unit to provide appropriate climate control on a year-round basis.

More detailed specifications and plans for Phase #1 are provided in Attachment 3.

The initial phase will begin in November 2007 to enable exhibits staff to be able to benefit from the space during the coming winter. WonderLab has several large exhibits projects that are funded by existing grants. Delaying the start of Phase #1 to the spring of 2008 would jeopardize the timely completion of these grants. Proceeding immediately is also critical because the larger structure requires the addition of a larger concrete pad, and concrete cannot be poured once the cold weather has set in.

At present, the final building plans for Phase #1 are complete, final bids are being submitted and a building permit is requested. Pending completion of these, we plan to commence concrete work in mid November, with building construction occurring thereafter.

Phase #2: Area of Support Center located inside main building

The remaining project phase will address work environment, space and storage concerns within the shared support area of the main building. This phase will replace the present single-level area by a two-level area with the addition of a mezzanine, thereby creating new and improved workspace as well as expanded storage space.

WonderLab is presently working with two companies to determine the most cost effective way to create a mezzanine. The most likely bid at present involves the installation of an engineered steel mezzanine, with a staircase leading to it. This will require adding a thicker concrete slab to withstand the increased load.

The creation of the mezzanine will result in an increase in the available shared space for the exhibits, gallery and program staff:

- Workspace increases from 295 square feet to 847 square feet
- Storage increases from 1000 cubic feet to 1775 cubic feet

Just as important, the quality of the workplace environment will significantly improved. The many advantages of the mezzanine to museum staff are significant.

- The overall work environment will be safer. For example, items that are stored can be readily accessed without tall ladders, and the workplace hazards caused by shop tools will no longer be a problem because all of the power tools will be located in the 18' x 24' building constructed external to the museum.
- Gallery and programs staff can utilize work areas that will not be disturbed and can remain set up for long periods of time. This will allow a much more effective use of staff time, resulting in an increase in the number and quality of new museum experiences that are created. In addition, interns, assistants and community volunteers can be utilized much more effectively, also resulting in an increase in the number and quality of new experiences that are created.

More detailed specifications and plans for Phase #2 are provided in Attachment 4.

3. Effect on Museum Operation

The proposed Exhibits and Programs Support Center will result in significant increases in support space for the exhibits, gallery and programs staff:

- The total workspace will increase from 445 square feet to 1279 square feet, almost triple the current workspace.
- The total storage space will increase from 1294 cubic feet to 2525 cubic feet, almost twice the current storage space.

These increases will have an immediate and significant effect on museum operations. Staff in the Exhibits, Gallery and Programs Departments will be able to work in an environment that is safe, of adequate size and with the resources needed so that they can best utilize their creativity and talents in producing new and exciting hands-on experiences for the public. This will have immediate and significant effect on the job satisfaction.

The Center will also allow WonderLab to involve more community volunteers in the creation of museum experiences. This will be of particular interest for retirees, allowing them to utilize their lifelong skills and experiences.

This increase in the capacity of WonderLab, and the quality of its workplace environment, is essential for the long-term financial success of the museum because the number and quality of new exhibits and activities directly relates to the museum attendance. Without these new experiences, attendance and attendance-related revenues will decline. The creation of the Exhibits and Support Center is therefore vital in enabling the museum to continue to serve as a valued economic, educational, recreation and tourism resource for the community.

4. Budget and Timeline

A detailed project budget is presented below.

	Quote or Estimate	Donated
Phase #1: Exterior Center		
Permits	\$200	
Site preparation	\$1,000	
Production of final drawings	\$230	\$325
Concrete work	\$0	\$1,000
Shed construction (includes electrical)	\$15,000	
Heating and cooling units	\$800	
Shelving and shop equipment (lathe, drill press, ...)	\$3,600	
Total for Phase #1	\$20,830	\$1,325
	Quote or Estimate	Donated
Phase #2: Interior Center		
Modification of existing space	\$2,000	
Drawings	\$500	
Interim storage during construction	\$200	
Professional services	\$1,300	
Concrete work	\$1,500	
Engineered mezzanine (Lyons Metal)	\$17,000	
Installation of mezzanine (Lyons Metal)	\$6,500	
Electrical work	\$1,500	
Sprinkler and other fire prevention	\$2,500	
Shelving and installation	\$1,500	
Total for Phase #2	\$34,500	
GRAND TOTAL FOR PROJECT	\$55,330	\$1,325

The estimated expense for Phase #1 will be \$20,830 and the estimated expense for Phase #2 will be \$34,500. The total for the entire project will be \$55,330.

WonderLab requests \$25,000 from the City of Bloomington Business Investment Incentive Fund. This will be matched with \$30,330 from WonderLab.

It is WonderLab's goal to keep this project as cost effective as possible, while ensuring that the finished project meets all of the organization's needs. To this end, we are seeking reduced cost or donated services, as well as donated materials. To date, the following donations have been pledged and are so shown in the budget:

<i>Source of Donation</i>	<i>In-Kind Value</i>	<i>Description</i>
Bender Lumber	\$325	Phase #1: Reduction in cost for production of detail drawings
Weddle Bros Construction Co	\$1,000	Phase #1: Concrete pad

WonderLab is committed to identifying other ways in which the project can be made more cost effective.

Phase #1 will begin in November of 2007 and should be completed by the summer of 2008.

Phase #2 will begin in late 2008 or 2009, following the completion of detailed plans. This construction should require approximately one year. The time between the end of Phase #1 and the start of Phase #2 will allow us to assess the extent to which the Exhibits Department needs space in the area in which the mezzanine will be installed. Determining this information prior to the final design of the mezzanine is important to ensure effective and efficient use of the space.

G. Operating Plan and Schedule for Upcoming Work

The board-approved 2006 – 2011 Strategic Plan is provided in Attachment 2. It contains six main strategies that WonderLab will address over the next several years to achieve its vision.

1. Strengthen educational focus.
2. Provide outstanding experiences for visitors and constituents.
3. Expand access to the museum.
4. Develop and enhance relationships within the community.
5. Build organizational capacity to grow.
6. Increase funding to ensure financial stability.

The second strategy most directly relates to the need for the Exhibits and Programs Support Center that is the focus of this proposal. Some of the steps that are required to carry out this strategy include the following, which will occur over the next two years:

Strategy #2: Provide Outstanding Experiences for Visitors and Constituents

- a. Expand exhibit collection and increase turnover of new interactive exhibit experiences.
 - Create a more viable workspace for the fabrication and development of new exhibits.
 - Replace existing garden shed by a larger workshop
 - Add mezzanine to first floor support space for more workspace and storage space
 - Fabricate or procure major new exhibits, with development and construction by museum staff as needed. We note that even if a new exhibit is purchased from a vendor, significant time and effort is required of museum exhibits staff to make the exhibit ready for display and to carry out maintenance. For example, display cabinets will need to be built, the equipment tested, additional interactive elements installed, etc. Projected new exhibits include:
 - Water Table (replace present exhibit with new exhibit; funded for construction in 2008)
 - Heat Camera (funded for construction in 2007 with additional parts added in 2008)
 - Giant Mechanical Crane (seek funding)
 - Downhill Race (seek funding)
 - Three thematically related exhibits for exhibition in 2009 (seek funding)
 - Upgrade existing exhibits when new workspace is available in 2008
 - Streamliner (rebuild with greater variety of shapes)
 - Videoscope (replace CRT with flat screen monitor, add specimen tray)
 - Add new large animal habitat to high fossil dig area
 - Replace rusting bubble exhibit cabinets

- b. Expand roles of gallery staff and volunteers to enhance the visitor experience.
- Gallery and programs staff will collaborate to expand and increase the number of value-added programs such as Science on the Spots, Discovery Time, daily demonstrations, workshops, etc. This will require expanded workspace in the mezzanine for the development of the programs and related kits.
 - Expand roles of volunteers in the museum. Leverage expertise of volunteers to develop and implement Science on the Spots and small gallery programs. Increase involvement of specially trained volunteers in exhibits department. This will require expanded workspace in the Center for use by volunteers.

The need for the Exhibits and Programs Support Center also relates to several other strategies:

Strategy #5: Build organizational capacity to grow.

The availability of the increased workspace will enable WonderLab to hire additional exhibits and programs staff in the future, when funding becomes available, and to immediately increase the number of volunteers working in these areas. Without a place for them to do their work, WonderLab will not be able to add these people.

Strategy #6: Increase funding to ensure financial stability.

Earned revenues provide approximately one-half of the museum's annual operating budget. If the number of visitors declines because WonderLab is not able to provide new and exciting experiences, then the museum cannot be financially successful. Key to the development and construction of these experiences is the Exhibits and Support Center.

VII. Financial Data

A. – B. Financial History and Projections

The following document presents the draft budget for 2008 (approved by the Board's Finance Committee, submitted to the Board, and to be voted on by the Board at their November 19 meeting), projected revenues and expenses for 2007, and actual revenues and expenses for 2004, 2005 and 2006.

	Year 2004 Actual	Year 2005 Actual	Year 2006 Actual	Year 2007 Projected	Year 2008 Draft Budget
REVENUES					
General Admissions	\$108,687	\$109,847	\$115,861	\$114,040	\$130,000
Group Admissions	\$41,597	\$37,226	\$37,746	\$36,899	\$39,250
Fee-Based Programs	\$5,762	\$5,214	\$7,935	\$7,787	\$9,340
Birthday Parties	\$14,722	\$14,858	\$16,962	\$15,872	\$17,500
Rentals	\$8,588	\$11,992	\$9,571	\$5,405	\$12,000
Camp	\$25,465	\$27,286	\$24,525	\$23,022	\$27,200
Outreach	\$5,099	\$6,110	\$18,005	\$5,405	\$1,000
Vending	\$4,434	\$4,003	\$4,732	\$3,961	\$4,700
Other	\$3,683	\$2,985	\$2,891	\$2,462	\$3,000
Gift Store, Gross	\$103,270	\$105,336	\$106,916	\$106,555	\$110,000
Membership	\$107,247	\$110,234	\$117,454	\$116,839	\$121,000
Special Events	\$44,365	\$71,158	\$84,187	\$101,194	\$100,000
Donations: Individual	\$468,076	\$450,045	\$408,412	\$229,033	\$240,000
Donations: Corporate, Business or Organization	incl	incl	incl	\$108,822	\$120,000
Donations: Foundation	incl	incl	incl	\$101,184	\$120,000
Donations: Government	incl	incl	incl	\$1,796	\$25,000
Interest & Dividends, Cash	\$856	\$847	\$1,011	\$343	\$1,300
Sales Tax	(\$98)	(\$125)	(\$3)	(\$233)	\$0
Total	\$941,752	\$957,015	\$956,204	\$980,385	\$1,081,290

EXPENSES					
	Year 2004 Actual	Year 2005 Actual	Year 2006 Actual	Year 2007 Projected	Year 2008 Draft Budget
PERSONNEL					
Salary: Permanent	\$376,712	\$384,821	\$360,936	\$378,776	\$406,768
Wages: Temporary	incl	incl	\$13,921	\$12,735	\$19,107
Taxes	\$28,992	\$41,317	\$37,476	\$29,301	\$39,180
Work Study	\$4,225	\$3,186	\$3,130	\$4,360	\$4,000
Benefits	\$13,375	\$13,622	\$12,127	\$12,977	\$17,680
Total	\$423,303	\$442,945	\$427,589	\$438,149	\$486,735

	Year 2004 Actual	Year 2005 Actual	Year 2006 Actual	Year 2007 Projected	Year 2008 Draft Budget
NONPERSONNEL					
Accounting & Professional Fees	\$19,063	\$8,710	\$8,055	\$9,292	\$15,000
Advertising	\$6,103	\$6,749	\$5,274	\$4,595	\$5,345
Bad Debt, Bank Charges	\$6,381	\$6,450	\$7,503	\$7,500	\$7,500
Contract Labor	\$8,565	\$9,494	\$11,800	\$14,996	\$14,730
Dues & Subscriptions	\$1,797	\$1,884	\$1,950	\$1,740	\$2,329
Equipment Rental	\$218	\$580	\$155	\$625	\$500

NONPERSONNEL (CONTINUED)	Year 2004 Actual	Year 2005 Actual	Year 2006 Actual	Year 2004 Actual	Year 2008 Draft Budget
Exhibit, in-house	\$2,656	\$5,069	\$3,060	\$5,000	\$5,000
Exhibit, traveling	\$4,460	\$5,000	\$23,237	\$27,442	\$9,030
Furniture & Fixtures (< \$500)	\$0	\$0	\$197	\$860	\$0
Gifts	\$451	\$194	\$192	\$750	\$1,180
Grant Expense	incl	\$18,267	\$22,654	\$26,002	\$31,591
Insurance	\$8,993	\$8,992	\$8,440	\$9,891	\$9,055
Meals & Food	\$1,169	\$1,669	\$1,425	\$2,048	\$1,475
Merchandise for Sale	\$57,882	\$65,574	\$59,461	\$52,625	\$55,000
Miscellaneous	(\$593)	\$484	\$449	\$550	\$500
Office Expenses	\$87	\$1,128	\$774	\$658	\$1,350
Postage	\$5,349	\$4,988	\$5,590	\$5,224	\$6,942
Printing + Copying	\$18,671	\$18,600	\$10,996	\$12,298	\$18,198
Professional Development	\$2,684	\$887	\$4,615	\$798	\$1,300
Receptions & Afterhour Events	incl	incl	\$459	\$632	\$550
Rent & Lease	\$177,784	\$177,899	\$188,796	\$199,343	\$206,293
Repairs and Maintenance	\$41,567	\$44,664	\$42,395	\$48,811	\$54,918
Special Events	\$12,450	\$20,664	\$24,501	\$31,000	\$33,150
Supplies	\$21,978	\$26,520	\$19,954	\$19,144	\$21,800
Telephone	\$5,699	\$6,181	\$5,478	\$5,926	\$6,630
Travel	\$570	\$408	\$824	\$1,135	\$957
Utilities	\$22,654	\$23,793	\$24,649	\$26,302	\$28,000
Total	\$426,639	\$464,848	\$482,882	\$515,186	\$538,322

CAPITAL EXPENDITURES	Year 2004 Actual	Year 2005 Actual	Year 2006 Actual	Year 2007 Projected	Year 2008 Draft Budget
Computer Hardware/Software	\$498	\$1,805	\$0	\$0	\$5,500
Exhibits	\$36,602	\$23,294	\$17,804	\$31,939	\$64,500
Furniture & Fixtures (> \$500)	\$0	\$7,054	\$0	\$0	\$1,700
Leasehold Improvement	\$69,729	\$836	\$1,470	\$10,000	\$40,300
Total	\$106,829	\$32,988	\$19,274	\$41,939	\$112,000

OTHER EXPENSES & REVENUES	Year 2004 Actual	Year 2005 Actual	Year 2006 Actual	Year 2007 Projected	Year 2008 Draft Budget
Payments to Community Foundation Endowment	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Line of Credit Expenses	\$0	\$790	\$1,819	\$3,098	\$2,000
Endowment Dividends, not as cash revenues	\$0	\$0	\$0	\$1,007	\$0

	Year 2004 Actual	Year 2005 Actual	Year 2006 Actual	Year 2007 Projected	Year 2008 Draft Budget
2008 CASH BALANCE	(\$20,018)	\$10,443	\$19,640	(\$21,979)	(\$62,767)

2007 CARRYOVER REVENUES			\$25,520	\$22,720	\$65,426
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2008 NET CASH BALANCE	(\$20,018)	\$10,443	\$45,160	\$741	\$2,659
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The “2007 carryover revenues” refer to grant funding received in 2007 or earlier years that will be expended in 2008, typically on new exhibits or teacher training workshops.

We note that the Board of Directors approves each operations budget annually, and also monitors museum revenues and expenses on a monthly basis.

C. Explanation of Projections

The projected revenues and expenses for year 2007 assume the following:

- Actual revenues and expenses for January – October 2007 are included, together with estimates for November and December 2007.
- Personnel expenses in 2007 are significantly lower than budgeted because of unusually high staff turnover, resulting in several months during which the museum was understaffed while searches proceeded for replacement staff.
- Payroll taxes in 2007 are unusually low compared with other years. This occurred because a refund of \$5,223 was received in 2007 for federal unemployment taxes that had been erroneously paid in 2006 (nonprofits are not required to pay this tax).
- Phase #1 of the Exhibits and Programs Support Center project is commenced in the fall of 2007. This is necessary in order to ensure that (1) the concrete pad is poured before cold weather sets in, (2) the outside Exhibits center can be constructed in late fall of 2007, and (3) the exhibits department can benefit from this space for the fabrication of new exhibits during the cold months of 2007 – 2008, when the present, un-insulated area for exhibit construction would not have been accessible. This preliminary expense is estimated to be \$10,000 in Year 2007. More detailed discussion of this is provided in Section VI - F.

The draft budget revenues and expenses for year 2008 assume:

- Remaining work for Phase #1 and preliminary work on Phase #2 will be carried out in 2008. The cost of \$35,000 for this work is included in the budgeted leasehold improvement capital expenditure for 2008. The remaining costs for Phase #2 will be paid in subsequent years.
- It is assumed that all Business Investment Incentive Fund revenues are received in 2008. Thus the budget assumes that a total of \$25,000 is received from the city of Bloomington in 2008 (shown as “donations: government”).
- WonderLab does not reserve a large traveling exhibition to be rented for 2009. Instead, museum staff will fabricate in 2008 a thematic collection of exhibits, to be shown to the public in 2009. The availability of the outside Exhibits Center is essential for providing the space and resources for this to occur. More detailed discussion of this is provided in Section VI - F.
- No increases are projected for museum membership fees. A small increase is included for general admission fees (increase by total of \$2 for family of four), which is the first such increase since the museum opened in 2003. A larger increase would make it more difficult for financially challenged families to visit and could have adverse effects on attendance and attendance-related revenues.

Attachment 1

AWARDS AND HONORS RECEIVED BY WONDERLAB

"Social Entrepreneur of the Year" Fuse Business Innovation Award

Awarded by: South Central Small Business Development Center and inVenture, 2007

Outstanding Community Supporter

Awarded by: Girl Scouts of Tulip Trace Council, Inc., 2007

Outstanding Partner for Education, 2007

Awarded by: Indiana University/Alpha Chapter of Phi Delta Kappa

Downtown Revitalization Award / Quality of Life Award, 2005

Awarded by: Downtown Bloomington Commission

Outstanding Contribution to Downtown Bloomington Revitalization, 2004

Awarded by: Downtown Bloomington Commission

"City's Best" Museum, 2004

Awarded by: AOL Cityguide

Community Enhancement Award, 2003

Awarded by: Greater Bloomington Chamber of Commerce

Public Service Award, 2003

Awarded by: Bloomington Council for Community Accessibility

Attraction of the Year, 2003

Awarded by: Bloomington Convention and Visitors Bureau

Best Place to Find Unusual Gifts, 2003

Awarded by: Bloomington Convention and Visitors Bureau

Best Web Site, 2003

Awarded by: Bloomington Convention and Visitors Bureau

Best Place to Take Kids, 2003

Voted by: Readers of the Herald-Times

Schreck Community Award, 2002

Awarded by: Indiana University, Division of Student Affairs

Organization of the Year, 2000

Awarded by: Commission for Bloomington Downtown

Certificate of Recognition, 1998

Awarded by: South Central Association for the Education of Young Children

Best Special Event: WonderLab Museum for a Day, 1997

Awarded by: Commission for Bloomington Downtown



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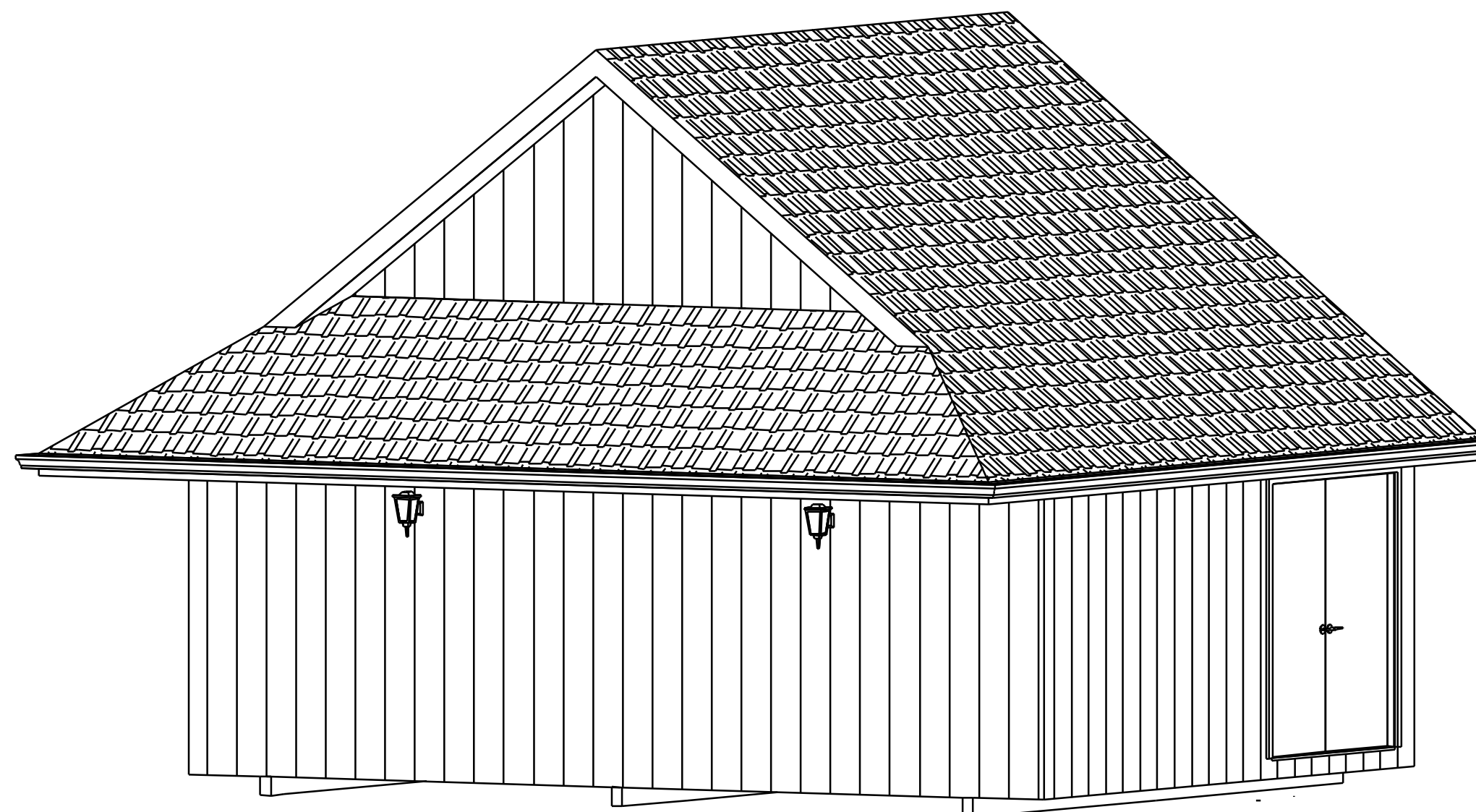
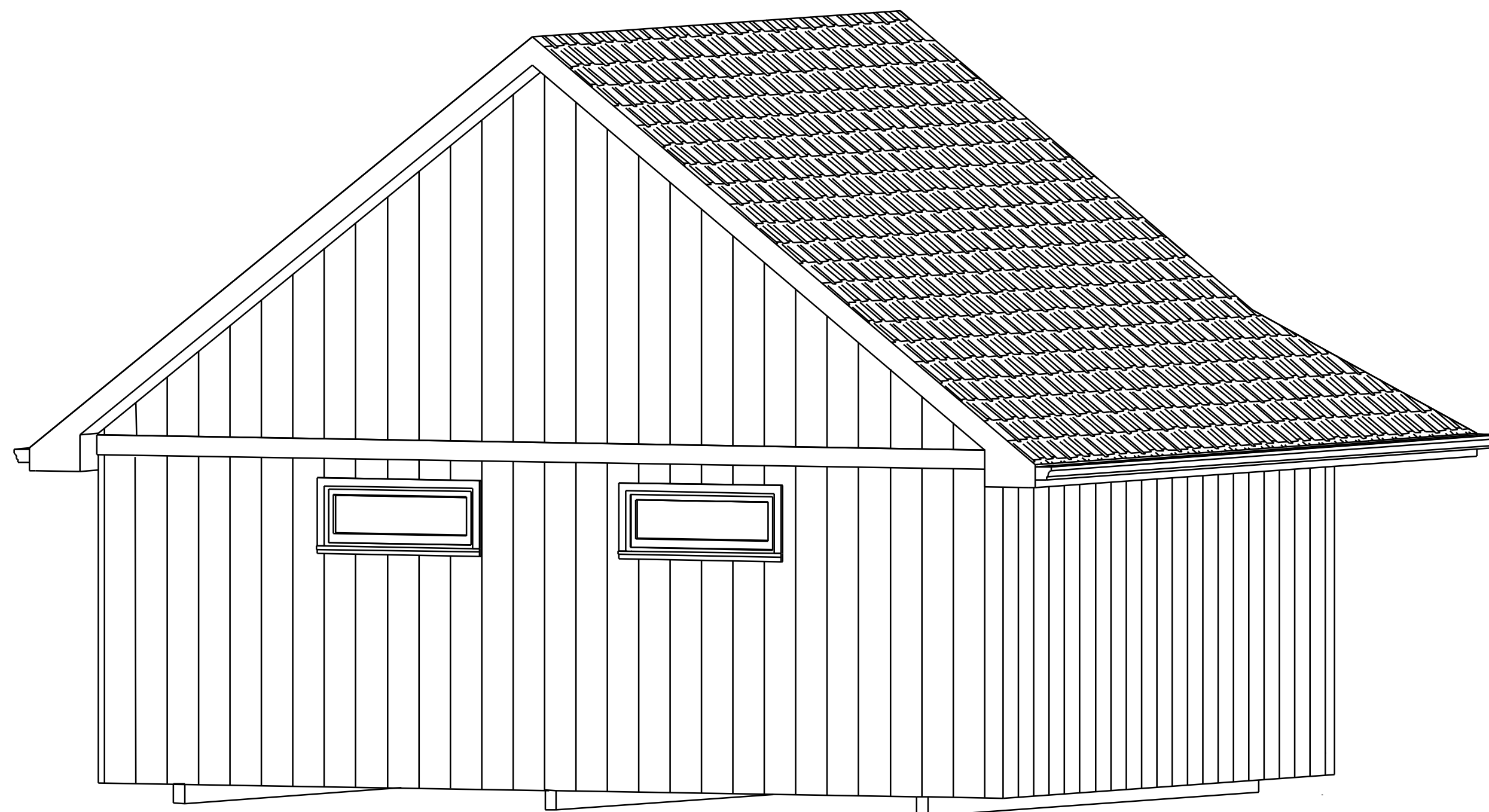
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PRELIMINARY PLAN

NEW SHOP PLANS FOR:
WONDERLAB SUPPORT SHOP

PAGE

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5



PRELIMINARY PLAN

GREAT CARE & EFFORT HAVE GONE INTO THE CREATION & THE DESIGN OF THESE PLANS, HOWEVER BECAUSE OF THE IMPOSSIBILITY OF PROVIDING DAY TO DAY "ON THE SITE" CONSULTATION, SUPERVISION, AND CONTROL OVER THE ACTUAL CONSTRUCTION, BENDER LUMBER CO. ASSUMES NO RESPONSIBILITY FOR ANY DAMAGE, INCLUDING STRUCTURAL FAILURES. DUE TO ANY DEFICIENCIES, OMISSIONS, OR ERRORS IN THE DESIGN OF THESE PLANS, IT IS RECOMMENDED THAT EACH CONTRACTOR REVIEW THE PLANS AND CHECK ALL DIMENSIONS, QUANTITIES, SPACING, AND STRUCTURAL MEMBERS PRIOR TO BUILDING AND ORDERING MATERIALS.

PRELIMINARY PLAN

NOTE: ALL EXTERIOR WALLS ARE SHOWN AS 6" UNLESS NOTED OTHERWISE
ALL INTERIOR WALL ARE SHOWN AS 3 1/2" UNLESS NOTED OTHERWISE
12" OVERHANGS ON GABLES
16" OVERHANGS ON EAVES
ALL ANGLED WALLS ARE 45° UNLESS NOTED OTHERWISE.



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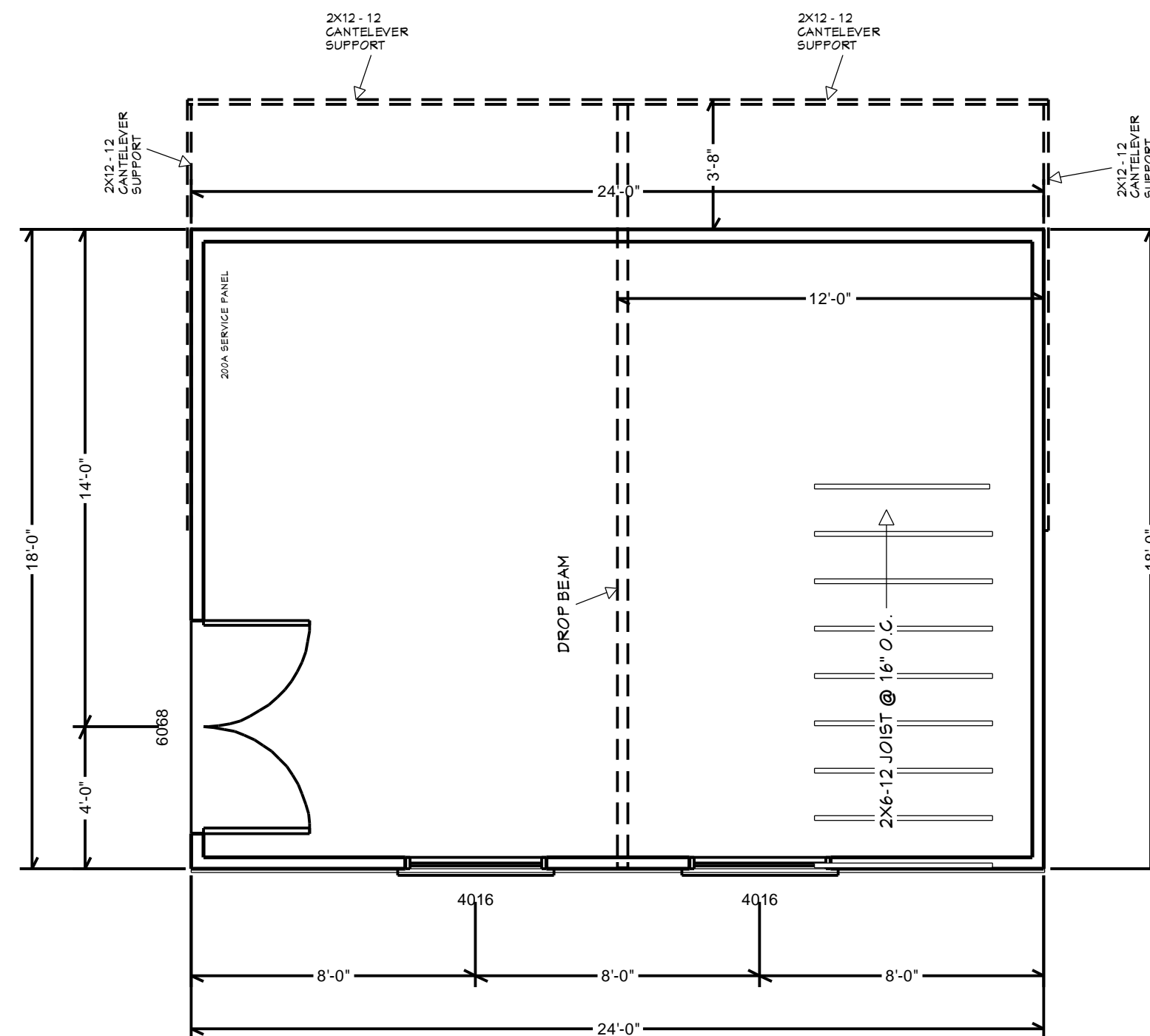
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PRELIMINARY PLAN

NEW SHOP PLANS FOR:
WONDERLAB SUPPORT SHOP

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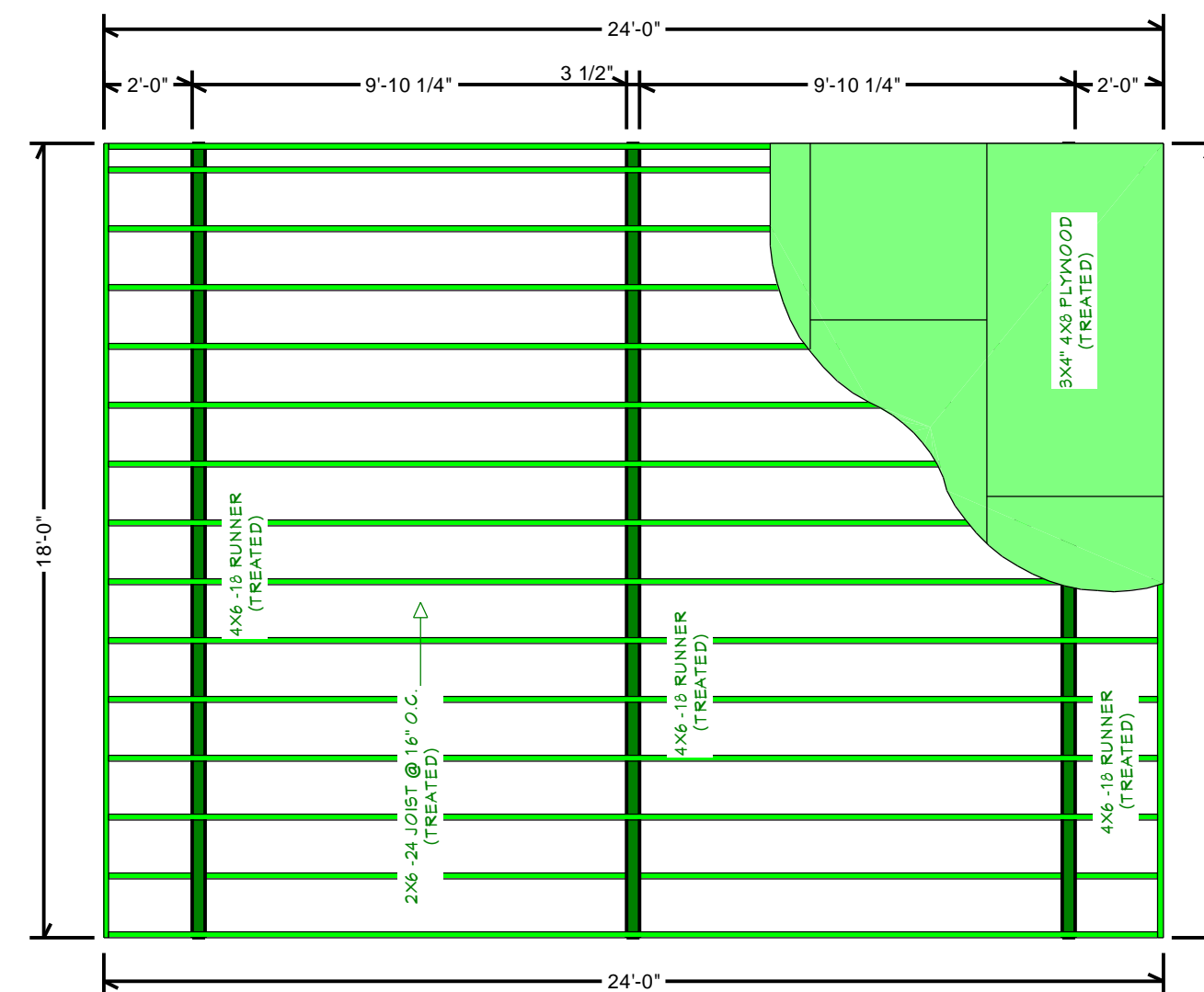
2 OF 5



MAIN FLOOR PLAN

WORK AREA
432 sq ft

SCALE: 1/4" = 1



FLOOR FRAMING PLAN

SCALE: 1/4" = 1'

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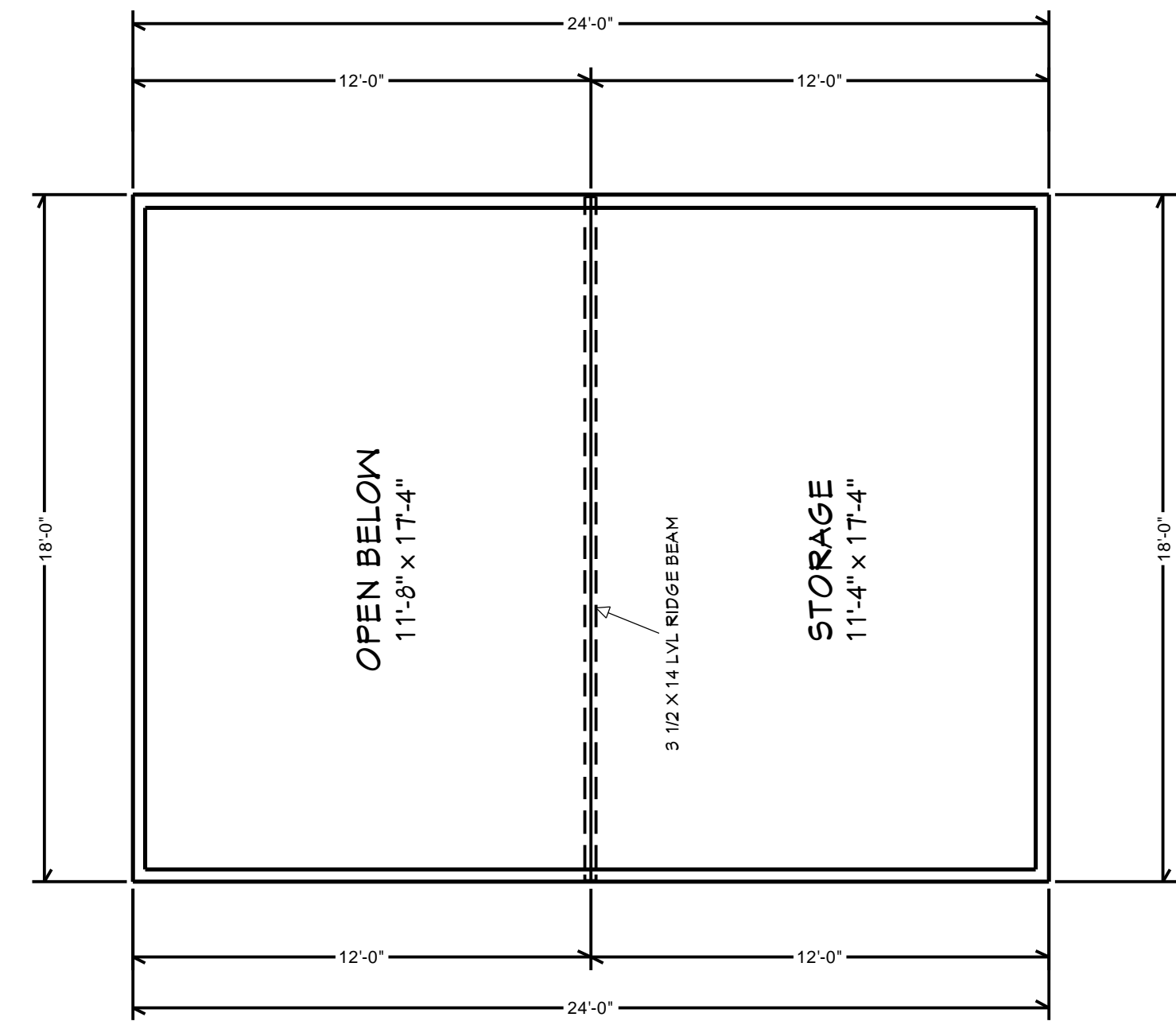
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PRELIMINARY PLAN

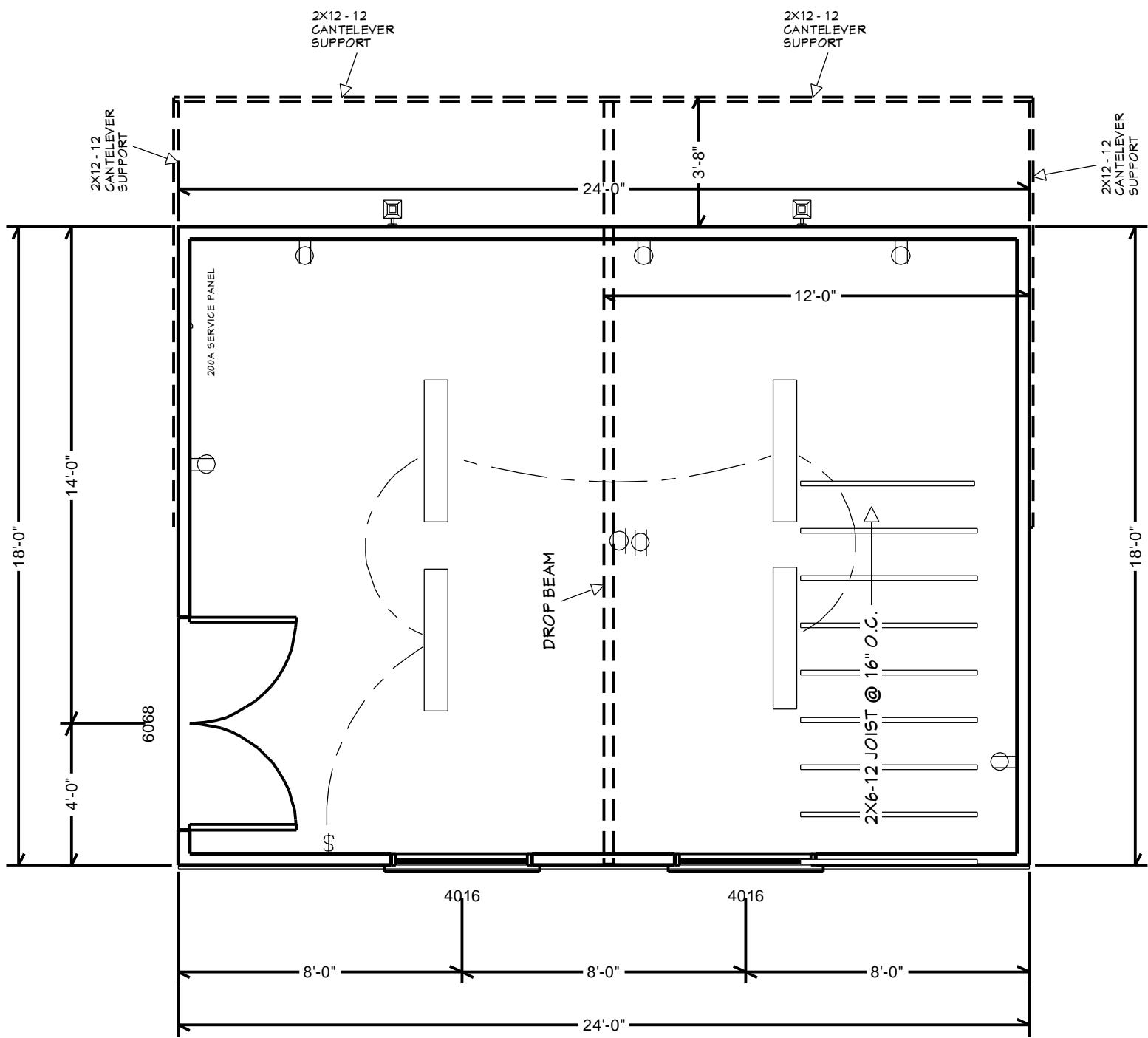
NEW SHOP PLANS FOR:
WONDERLAB SUPPORT SHOP

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LOFT PLAN STORAGE AREA SCALE: 1/4" = 1'
213 sq ft



ELECTRICAL PLAN SCALE: 1/4" = 1'

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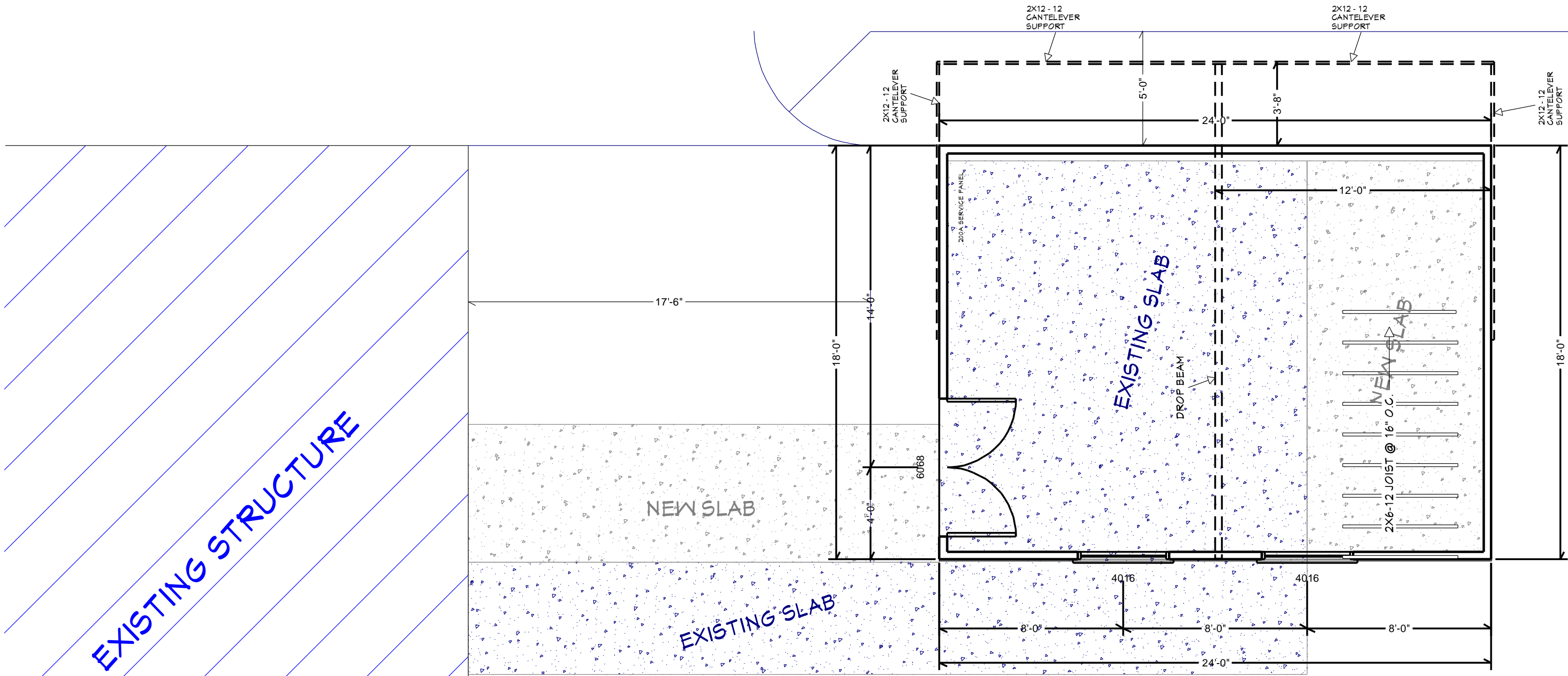
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NEW SHOP PLANS FOR:
WONDERLAB SUPPORT SHOP

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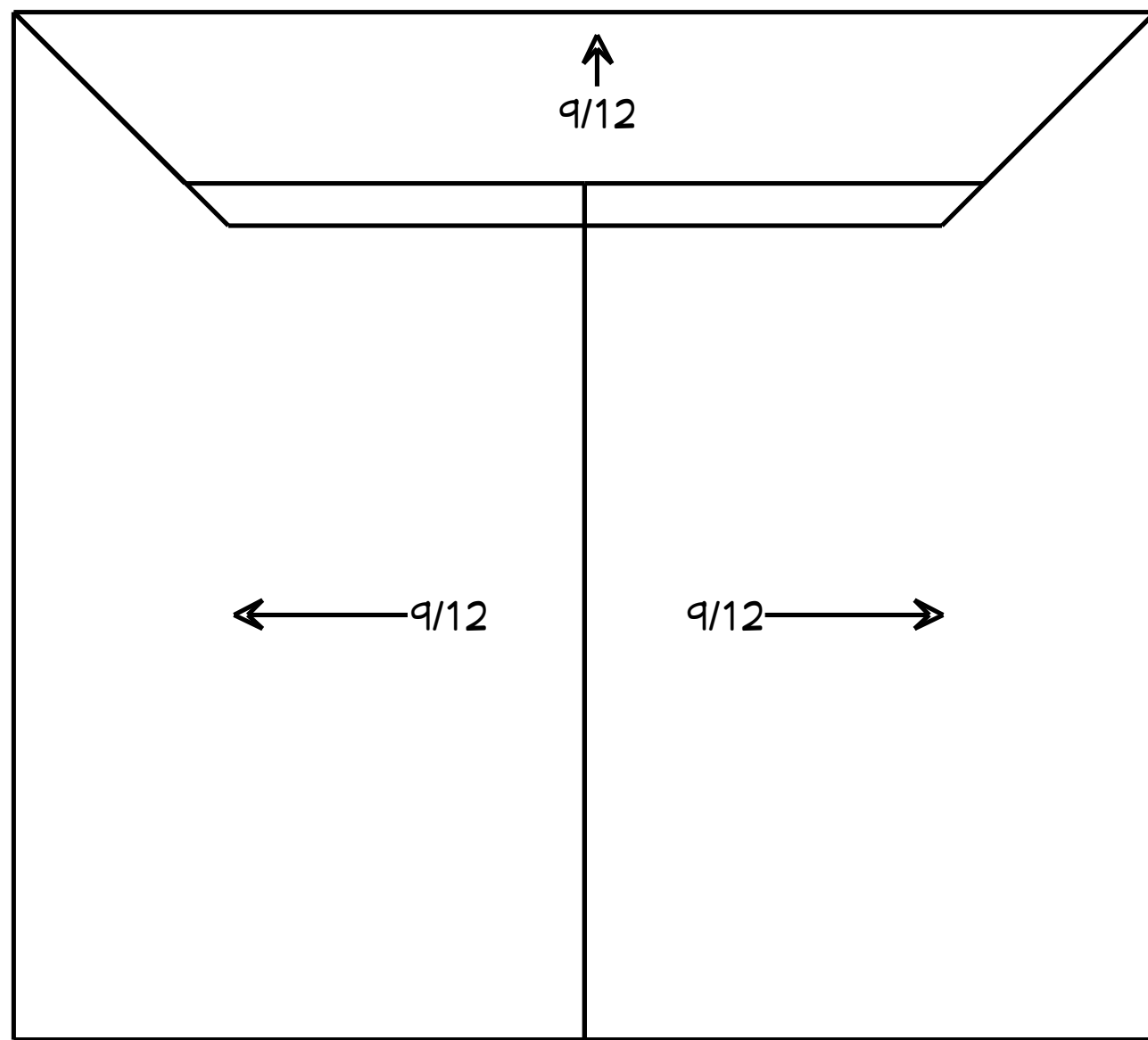
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PLOT PLAN

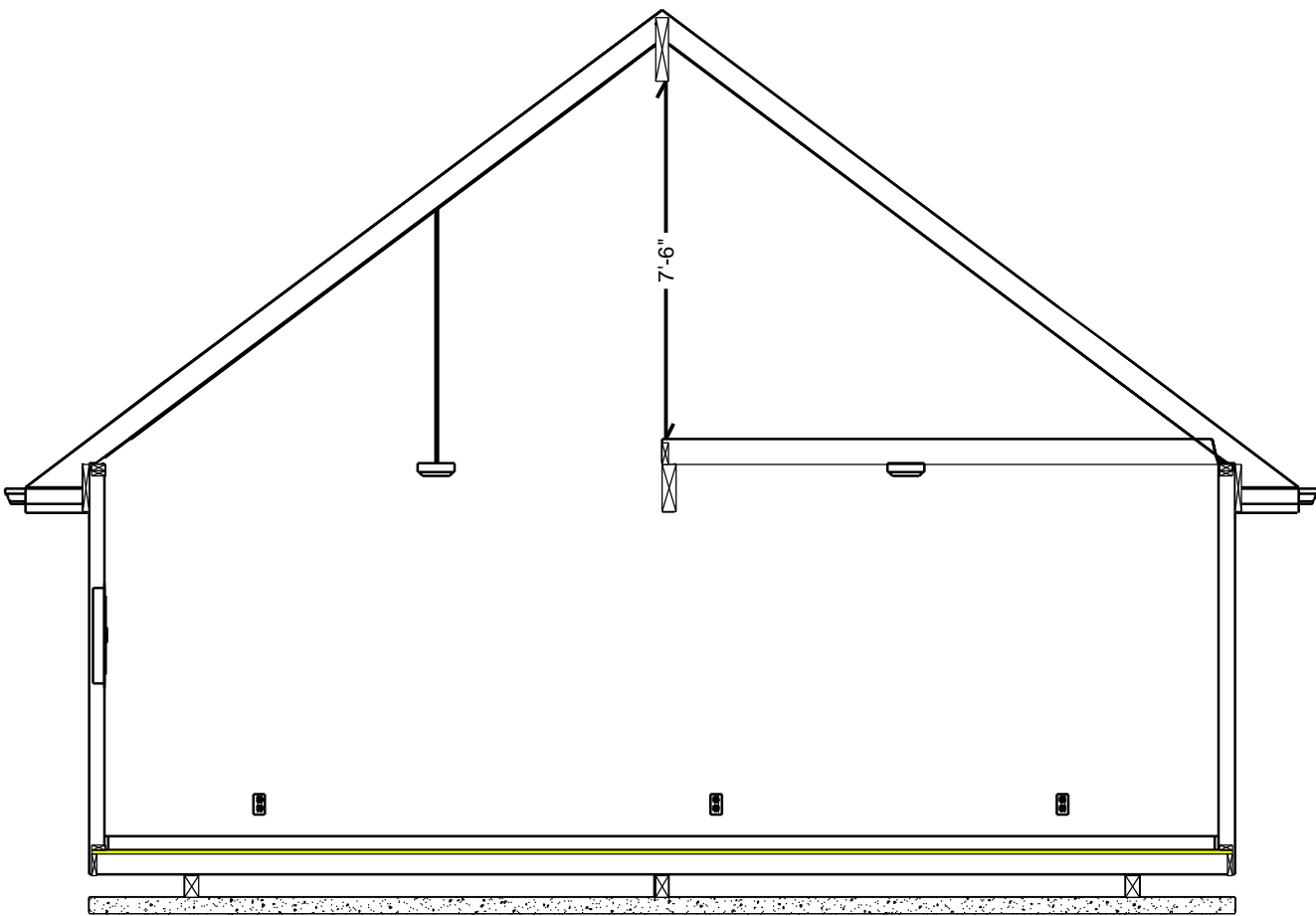
SCALE: 1/4" = 1'

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ROOF PLAN

SCALE: 1/4" = 1'



CALLOUT

SCALE: 1/4" = 1'

PRELIMINARY PLAN



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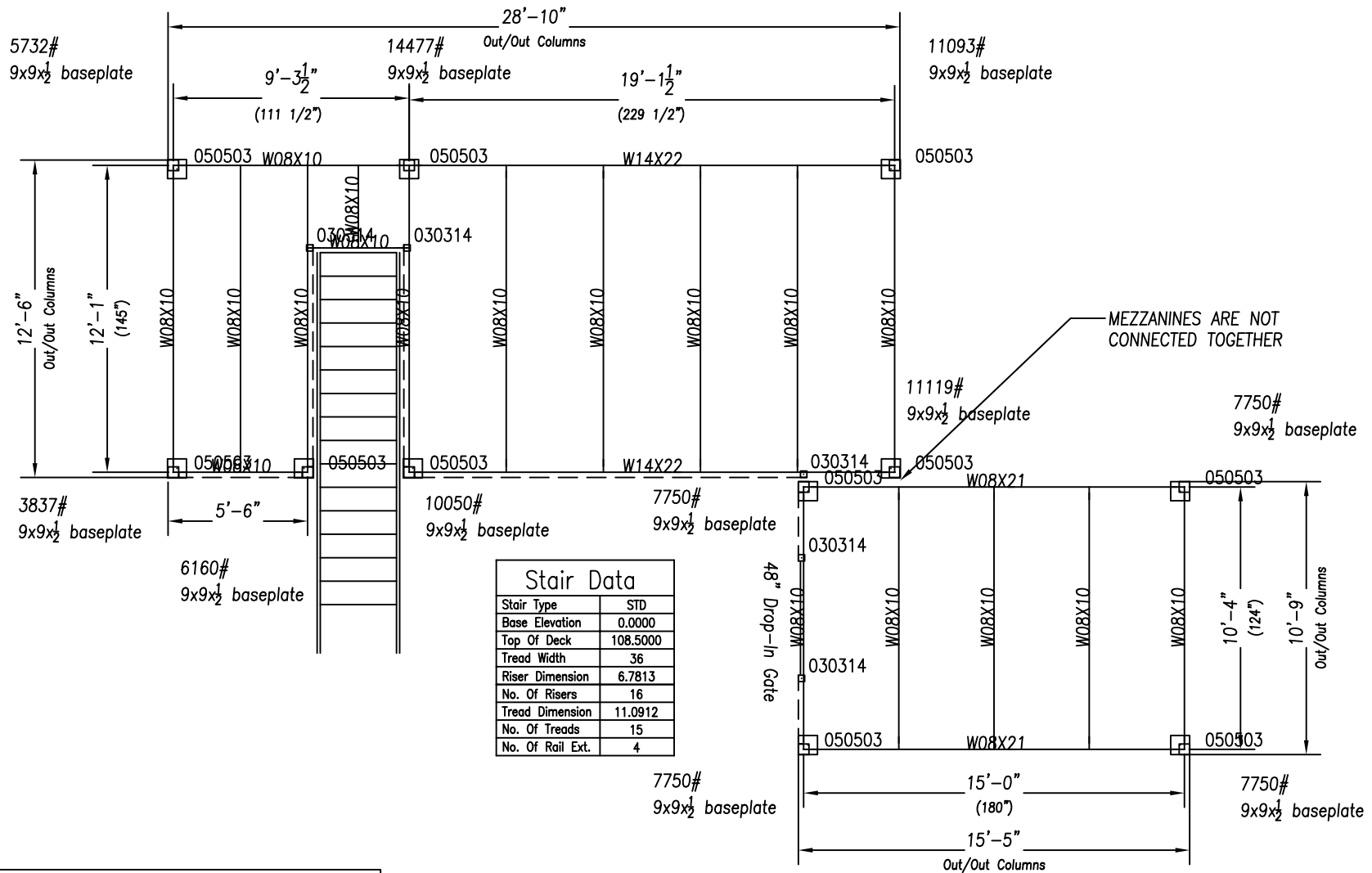
PRELIMINARY PLAN

NEW SHOP PLANS FOR:
WONDERLAB SUPPORT SHOP

PAGE

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MEZZANINE DATA		
	Colors:	

REV.	DESCR.	BY	DATE
SCALE:		APPROVED BY:	DRAWN BY
DATE:		REVISION	
CUSTOMER			
DISTRIBUTOR			QUOTE NUMBER

Bloomington Investment Incentive Loan Fund
Combining Schedule of Revenues, Expenditures, and Changes in Fund Balance

	2006	(Projected) 2007
Beginning Fund Balance	\$ 671,840	\$ 668,062
Revenues:		
Loan Payments	-	6,503
Miscellaneous Revenue	<u>33,672</u>	<u>34,274</u>
Total Revenues	<u>33,672</u>	<u>40,777</u>
Expenditures:		
Loans	-	100,000
Grants	<u>37,450</u>	<u>-</u>
Total Expenditures	<u>37,450</u>	<u>100,000</u>
Excess (Deficiency) of Revenues Over (Under) Expenditures	(3,778)	(59,223)
Year End Balance	<u>\$ 668,062</u>	<u>\$ 608,839</u>