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Agenda Item No. 8  
April 4, 2007 Meeting

**DATE:** March 26, 2007

**TO:** Children and Families Commission of Orange County

**FROM:** Michael M. Ruane, Executive Director



**SUBJECT: Renewal of the Sesame Workshop Exhibit – Discovery Science Center**

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**SUMMARY:**

During the October 2006 Commission meeting funding was allocated to The Discovery Science Center to serve as the Southern California host for the Sesame Workshop's *Healthy Habits for Life* exhibit. The opportunity included hosting the exhibit starting January 2007 and concluding in April of 2007. In conjunction with hosting the exhibit, Discovery would also have use of the characters, printed materials that support both television series and the exhibit, co-branding opportunities both with Sesame Workshop and other corporate sponsors of the exhibit and television series.

The Body Exhibit is designed to educate children as young 2 years old on the importance of understanding how their bodies work. The exhibit has 4 interactive themes including How You Work, Your Insides, Your Outsides and Staying Healthy. The educational content of the exhibit has been developed to focus on children ages 2-5. Each of the interactive exhibit areas has multiple interactive activities geared to reach the differing needs of each age, while emphasizing hands on physical engagement. The exhibit is also tied to the Project 2061 Benchmarks for Science Library goals and the National Academy of Sciences Education Standards. Sesame Workshop's initial evaluation, conducted by interviewing children prior to them experiencing the exhibit and then again after. Their findings revealed that children learned the most about their digestive systems and healthy foods.

During the two months the exhibit has been open, Discovery has partnered with the Commission to participate in the Angel's Fan Fest, The Elmo 1k Walk and Monster games all of which were targeted at families with children under six and focused on supporting healthy nutrition and exercise habits. With this exhibit, Discovery has set attendance records (2975 which is the highest one day total exceeding the past record of 2620 set in 2006 when admission to the center was free for Santa Ana residents).

The Sesame Workshop has recently notified Discovery Science Center that the summer host for the exhibit has not been able to meet the terms of their agreement and the exhibit would be able to stay in Orange County this Summer, which was our original goal. Sesame Workshop is also interested in having the exhibit stay at Discovery for an additional four months.

Based on the incredible attendance and response to the exhibit staff recommends approval of an additional \$175,000 to extend the length of the exhibit through Labor Day Weekend (September 3, 2007). This funding would only be available for use if Discovery Science Center was able to match our investment with in kind and/or cash from their budget or donations from community partners to cover the full costs of the exhibit. In addition to extending the exhibit, the Commission would maintain the ability to use the Elmo character at community events and host evening events at the facility at no cost. The \$175,000 amount is a reduction from the minimum expected sponsorship amount of \$200,000, and is a very reasonable level of sponsorship for this type of program.

The Commission would also have an active role in the marketing and promotional events associated with the exhibit. The extended exhibit would coincide with community programs at Orange County Fairs and Angels Stadium which could also market and promote the exhibit.

**STRATEGIC PLAN & FISCAL SUMMARY:**

The proposed Agreements have been specifically reviewed in relation to the Strategic Plan, and the recommended actions are designed to further the Healthy Children Goal, among others. This funding request is for a total amount of \$175,000 for separate terms not to exceed twelve months commencing on or about September 1, 2006. Funding for this item is available in the undesignated reserves and will be budgeted in the Children's Healthy and Safety/ Community education and Outreach budget category for FY 07/08.

**RECOMMENDED ACTIONS:**

1. Adopt resolution (Attachment 1) authorizing the Executive Director or designee to develop an amendment to # PS-13 with the Discovery Science Center adding an additional \$175,000 and extending the term through October 31, 2007.

**Attachment:**

1. Resolution to amend agreement #PS-13 with the Discovery Science Center.

**Contact:** Michael Ruane

**CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY**

**RESOLUTION NO. \_\_\_-07-C&FC**

**April 4, 2007**

**A RESOLUTION OF THE CHILDREN & FAMILIES COMMISSION OF ORANGE COUNTY AUTHORIZING THE EXECUTIVE DIRECTOR AND COMMISSION COUNSEL TO PREPARE AND ENTER INTO AN AMENDMENT TO AGREEMENT BETWEEN THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AND DISCOVERY SCIENCE CENTER OF ORANGE COUNTY, INC., A CALIFORNIA NON-PROFIT CORPORATION, AND MAKING CERTAIN FINDINGS IN CONNECTION THEREWITH**

**WHEREAS**, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

**WHEREAS**, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

**WHEREAS**, the Commission previously entered into an agreement with Discovery Science Center of Orange County, Inc., a California Non-Profit Corporation, to provide the Sesame Workshop Traveling Exhibit promoting the purposes of the Act and the Strategic Plan; and

**WHEREAS**, Commission desires to authorize the Executive Director or designee to negotiate the terms and final form of an Amendment to Agreement with Discovery Science Center of Orange County, Inc., a California Non-Profit Corporation, to provide additional services under the same general terms and conditions of the original agreement; and

**WHEREAS**, Commission has reviewed the staff report for the April 4, 2007 Commission meeting relating to the scope of services to be provided and hereby finds and determines that the proposed Amendment is in furtherance of and consistent with the Commission's Strategic Plan; and

**WHEREAS**, Commission desires to authorize the Commission Chair and Commission Clerk to enter into an Amendment to Agreement No. PS-13 to add \$175,000 for a revised total maximum obligation of \$375,000 and extend the term of the Agreement through October 31, 2007, contingent on the Discovery Science Center of Orange County, Inc. providing a matching amount of funding of \$175,000 in any combination of cash and/or in-kind services.

**NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:**

**Section 1** Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

**Section 2** Commission authorizes the Executive Director to prepare and negotiate the final form of an Amendment to Agreement PS-13 with Discovery Science Center of Orange County, Inc., a California Non-Profit Corporation for an additional amount not to exceed \$175,000 for a revised total maximum obligation of \$375,000 and extending the term of the Agreement through October 31, 2007 to provide the Sesame Workshop Traveling Exhibit, contingent on the Discovery Science Center providing a matching amount of funding of \$175,000 in any combination of cash and/or in-kind services, consistent with the staff report for the April 4, 2007 Commission meeting and the scope of services referenced therein;

**Section 3** Commission hereby approves the Amendment to Agreement No. PS-13 with Discovery Science Center of Orange County, Inc., a California Non-Profit Corporation for an additional amount not to exceed \$175,000 for a revised total maximum obligation of \$375,000 and extending the term of the Agreement through October 31, 2007 to provide the Sesame Workshop Traveling Exhibit as specified in the staff report.

**Section 4** The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, the Amendment on behalf of the Commission.

**Section 5** A copy of the final Amendment with Discovery Science Center of Orange County, Inc., a California Non-Profit Corporation, when executed by the Commission Chair and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed Amendment to Agreement shall be placed on file in the office of the Clerk of the Commission.

**Section 6** In addition to the authorization of Sections 2, and 3 above, the Executive Director (or his designee) is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Amendment, (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement, and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement in the furtherance thereof.

**Section 7** The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on April 4, 2007 to wit:

AYES           Commissioners: \_\_\_\_\_

NOES:           Commissioner(s): \_\_\_\_\_

EXCUSED:      Commissioner(s): \_\_\_\_\_

ABSTAINED:   Commissioner(s) \_\_\_\_\_

\_\_\_\_\_  
CHAIR

STATE OF CALIFORNIA)  
                                  )  
COUNTY OF ORANGE )

I, DARLENE J. BLOOM, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

**IN WITNESS WHEREOF**, I have hereto set my hand and seal.

\_\_\_\_\_  
DARLENE J. BLOOM  
Clerk of the Commission, Children and Families Commission of  
Orange County, County of Orange, State of California

Resolution No: \_\_-07--C&FC

Agenda Date: April 4, 2007

Item No.



I certify that the foregoing is a true and correct copy of the Resolution adopted by the

DARLENE J. BLOOM, Clerk of the Commission

By: \_\_\_\_\_  
Deputy

**EXHIBIT A TO RESOLUTION OF COMMISSION**

(Attach copy of final executed Amendment to Agreement PS-13 with Discovery Science Center of Orange County, Inc., a California Non-Profit Corporation)