



Office of the Administrator

Takiyah A. Douse
Interim Administrator

Date: March 20, 2023

To: Mayor Garnett Johnson
Mayor Pro Tem Brandon Garrett
Commissioner Jordan Johnson
Commissioner Stacy Pulliam
Commissioner Catherine Smith McKnight
Commissioner Alvin Mason
Commissioner Tony Lewis
Commissioner Sean Frantom
Commissioner Bobby Williams
Commissioner Francine Scott
Commissioner Wayne Guilfoyle

From: Takiyah A. Douse, Interim Administrator

Subject: Junior Achievement

In response to the directive given by the Commission on Tuesday June 6, 2023, I render the following communication as it relates to the CSRA Junior Achievement Discovery Center partnership request.

Background: The Columbia County and Richmond County Board of Education Systems have partnered to bring a Junior Achievement Discovery Center (JADC) to the CSRA. The JADC is designed to prepare today's students for tomorrow's economy. With the financial support of local industries and businesses, the center will provide CSRA middle school students with a hands-on interactive simulation center detailing real life experiences.

Junior Achievement of Georgia has asked Augusta, Georgia to partner in this venture. The partnership entails the following components:

1. Branding of the Town Hall within the JADC
2. Brand recognition tied to the JA BizTown and JA Finance Park simulations

Recommendation: Enter into a multi-year Memorandum of Understanding for five years with Junior Achievement of Georgia. Payment of \$50,000 in five \$10,000 increments.

The Office of the Administrator and Junior Achievement will draft the MOU for review by the Law Department and final Commission approval.

Partnership Proposal to Sponsor a Town Hall- Augusta-Richmond County & Junior Achievement of Georgia

Junior Achievement (JA) of Georgia is committed to developing an interactive simulation center to provide hands-on learning experiences and exposure to future opportunities for our youth. The JA Discovery Center will consist of two hallmark JA programs – *JA BizTown* and *JA Finance Park*. Through these programs, Georgia's students will interact with community volunteers, while applying concepts they've learned in the classroom covering topics from entrepreneurship to financial literacy, giving them an engaging look at what their futures could hold.

As a part of this agreement, Augusta-Richmond County will serve as a partner and sponsor of the JA Discovery Center comprised of a 5-year, \$10,000 annual investment. This annual investment will be half of a \$20,000 total annual investment. The additional \$10,000 annual fee will be paid by another governmental entity. Both governments will have equal opportunity to brand, market, and design the space.

TOWN HALL SPONSOR INSIDE *JA BIZTOWN* & *JA FINANCE PARK*

This partnership entails two primary components:

- 1) The ability to brand the Town Hall within the JA Discovery Center, which creates an interactive marketing opportunity to showcase local government, services, careers, and core values of Augusta-Richmond County.
- 2) Brand recognition tied to the JA BizTown and JA Finance Park simulations – both at JA Discovery Center and within marketing collateral, in-school curriculum, and optional take-home pieces.

AS A PART OF THIS PARTNERSHIP, THE FOLLOWING WOULD BE PROVIDED BY JA:

- Rights to sponsor the official Town Hall inside the JA Discovery Center, consisting of ~200 square feet of space – built-out to the appropriate specifications to create an authentic and immersive Augusta-Richmond County brand experience, including exterior façade signage and interior design.
- Ability to design a branded digital one-pager that will be used within the in-school curriculum for students and teachers.
- Augusta-Richmond County's name to be permanently displayed and recognized on the "Founder's Wall" inside the JA Discovery Center, providing exposure to more than 25,000 visitors annually.
- Opportunity to provide a take-home element from the JA Discovery Center for students and parents.
- Recognition in marketing collateral applicable to the JA Discovery Center.
- Opportunity to use the reception area, theater, classroom, and/or the board room for corporate meetings, events, and other functions.

THIS PARTNERSHIP WOULD PROVIDE AUGUSTA-RICHMOND COUNTY RECOGNITION TO THE FOLLOWING AUDIENCES:

- 15,000+ students annually coming through the JA Discovery Center from Columbia County School District, Richmond County School System, plus charter schools, private schools, and middle schools from outlying systems.

- 22,500+ parents of students who will receive take-home information and take-home pieces about the JA Discovery Center experience.
- 2,500+ volunteers annually coming through the JA Discovery Center representing employees, parent and community groups from many of the CSRA's top companies.
- 600 teachers annually coming through JA Discovery Center.
- Recognition in the JA Investors Club list at appropriate levels, displayed on JA of Georgia website and in Atlanta Business Chronicle special edition.

CONSIDERATIONS

- Storefront partnerships are structured as an initial 5-year term, which can be renewed for multiple years past that point. All original partners are provided first right of refusal to renew in the space.
- JA will provide Augusta-Richmond County a broad menu of volunteer opportunities for employee engagement around this initiative.
- Annual investments do not include additional "build-out costs" for those businesses within *JA BizTown* and *JA Finance Park*, which would be above and beyond these investment levels.

STOREFRONT INVESTMENTS

Total commitment of \$ 50,000 over a 5-year term:

- 2023- \$10,000 invoiced by June 30, 2023
- 2024- \$10,000 invoiced by June 30, 2024
- 2025- \$10,000 invoiced by June 30, 2025
- 2026- \$10,000 invoiced by June 30, 2026
- 2026- \$10,000 invoiced by June 30, 2027



JA BIZTOWN

An unforgettable experience where 6th grade students interact within a simulated economy and take on the challenge of running a business. Here, students discover the intricacies of being an employee and citizen, while exploring a myriad of opportunities awaiting their future.



JA FINANCE PARK

An authentic simulation where 8th grade students experience their financial futures. Guided by their assigned 'life situation,' students apply knowledge gained in the classroom to make household budget decisions; ultimately, building skills to confidently navigate today's economic environment.

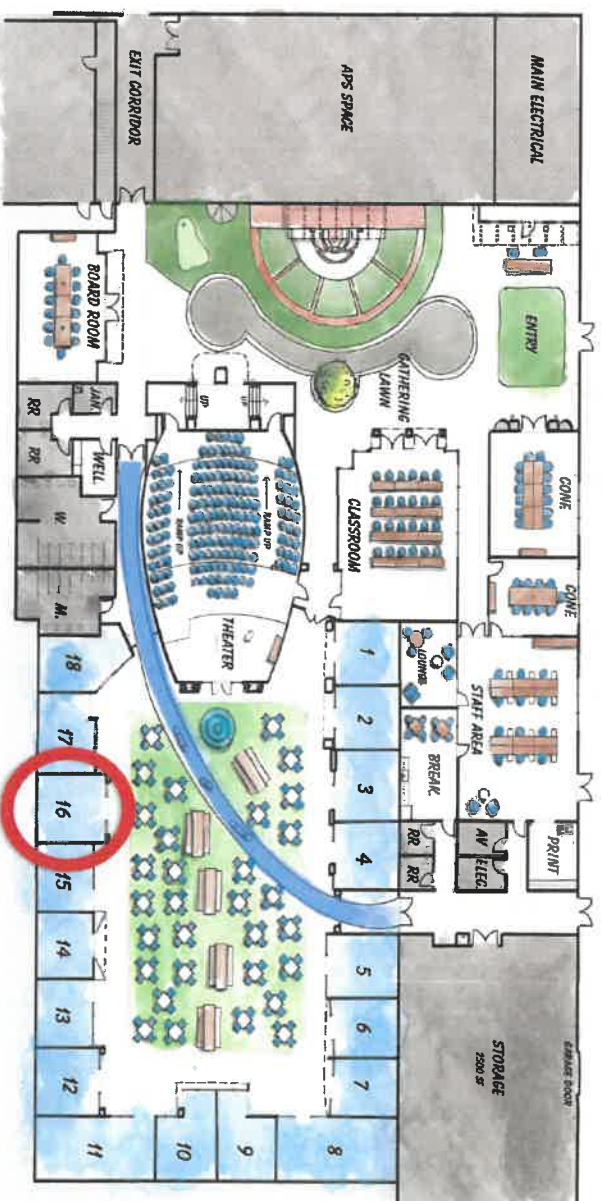
JA DISCOVERY CENTER LOCATION

COLUMBIA COUNTY SCHOOL DISTRICT SUPPORT

Request: JA of Georgia requests funding from Augusta-Richmond County to support the JA Discovery Center of the CSRA, scheduled to be opened January 2024.

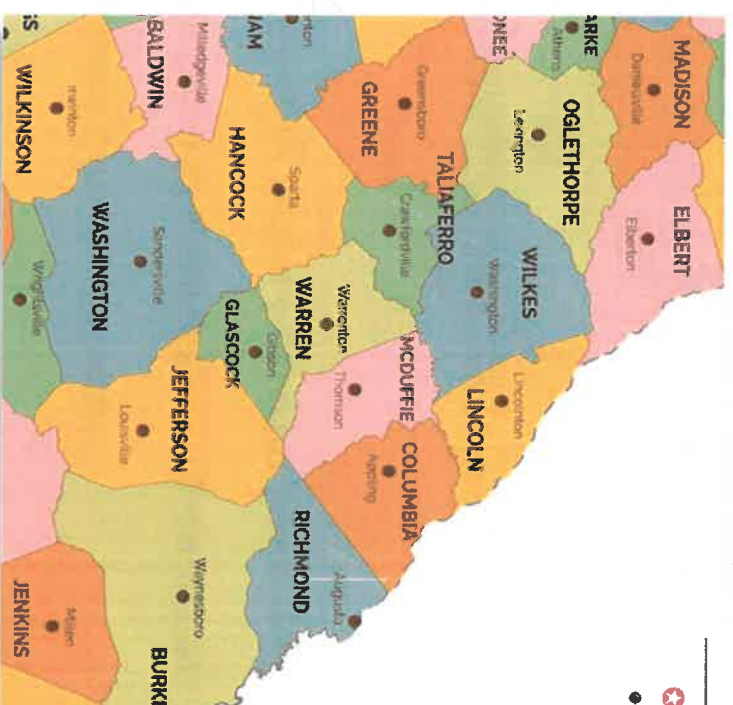
Purpose of Funding: This funding will cover a joint sponsorship of the “Town Hall” inside the JA Discovery Center of the CSRA with Columbia County Government.

Cost: \$10,000/year for 5 years.
Total investment of \$50,000.

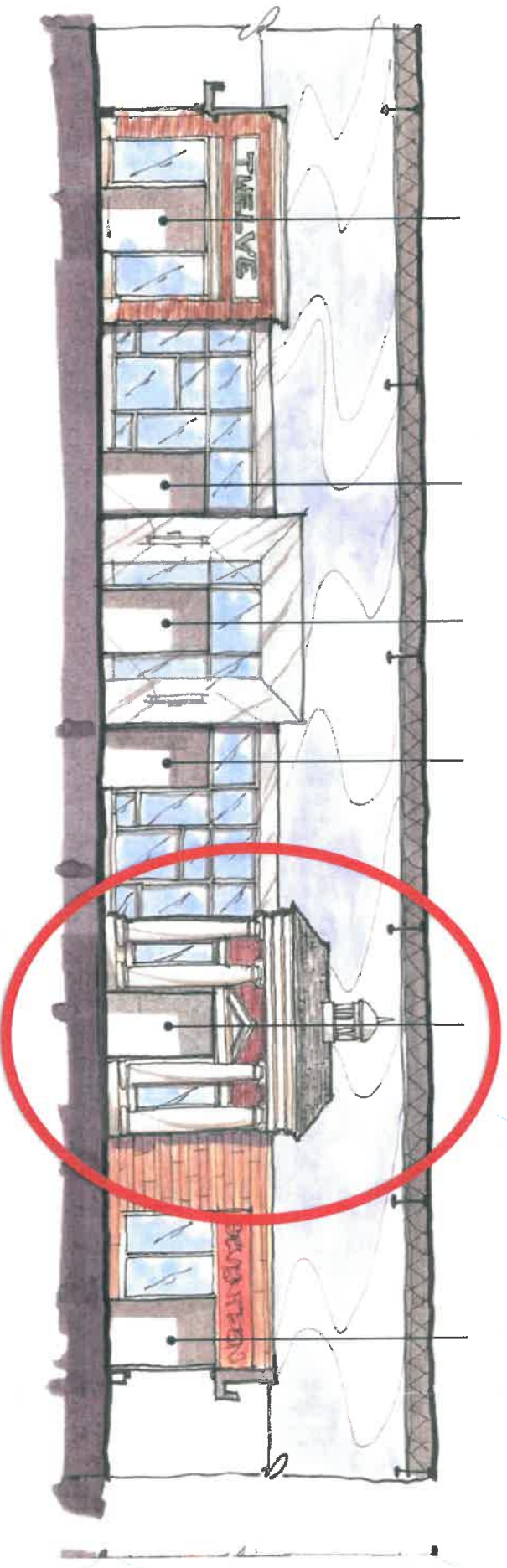


SCHOOL DISTRICT PARTICIPATION

SCHOOL DISTRICT	TOTAL STUDENTS 6 TH + 8 TH
COLUMBIA	4,500
RICHMOND	4,500
COMBINED - Burke, Jefferson, Wilkes, McDuffie	1,700
PRIVATE SCHOOLS	~500
AIKEN COUNTY, SC	3,500
TOTAL ESTIMATED STUDENTS =	14,700



- **We need equal representation between Richmond and Columbia County inside the Discovery Center**
- **This will impact ALL middle school students in Richmond County Schools**
- **More than 2,500 volunteers inside this space annually from the surrounding counties**
- **The Richmond County School System and Columbia County School District have made equal capital investments into this project**



JA DISCOVERY CENTER OF THE CSRA PARTNERS

- Delta Airlines
- Family YMCA of Greater Augusta
- Georgia Power
- Publix
- SRP Federal Credit Union
- Chick-Fil-A
- Jim Hudson Lexus
- Augusta University
- Georgia United Credit Union
- Augusta Technical College
- Bank of America
- United Way of the CSRA
- Community Foundation for the CSRA
- ADP

discoverycenter of the CSRA



6th location

**2.5M*

**2.5M*

