

FREN Lab.

E X P E R I E N C E P A R K

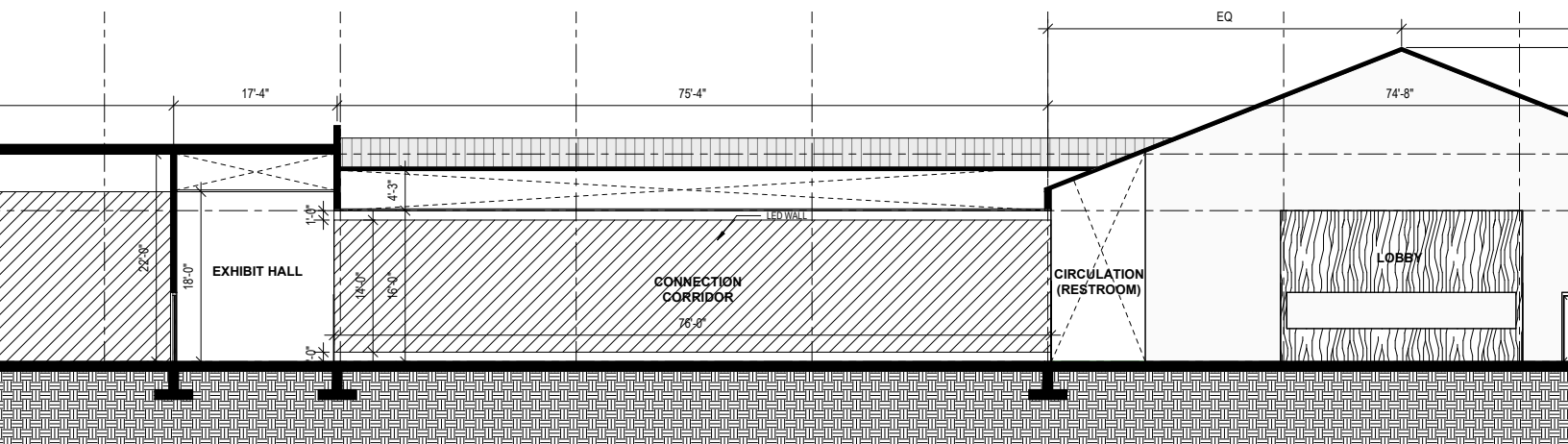
Our Vision

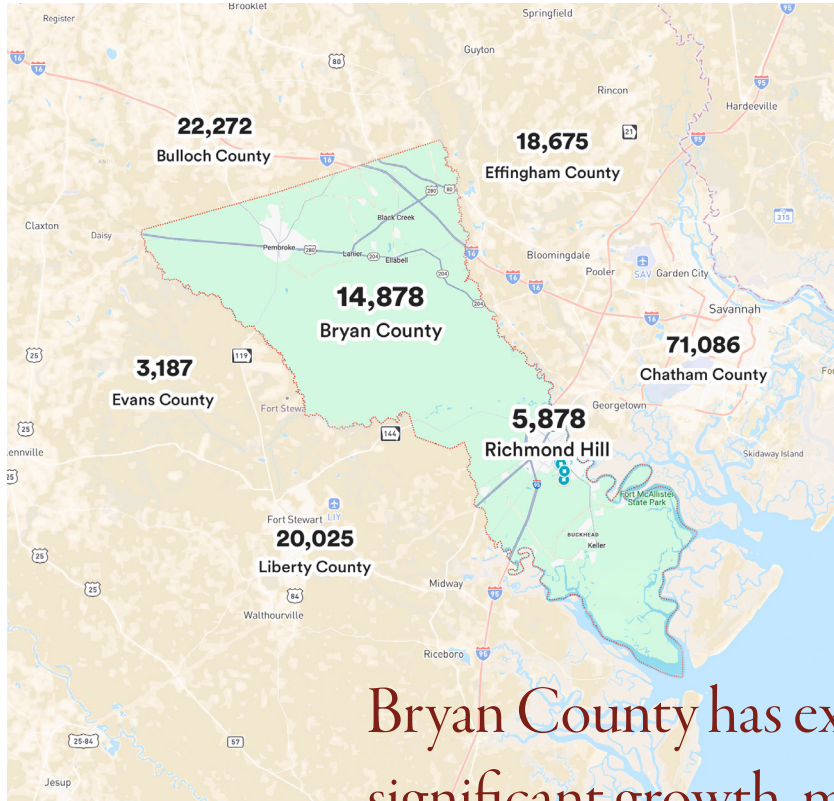
The vision for FREN Lab Experience Park is to create a play environment that honors traditional practices while making them relevant to today and exploring future possibilities. By integrating technology with classic games and activities, FREN Lab aims to facilitate rather than hinder active and engaged play. The lab will encourage children to learn instinctively through exploration in fields such as science, math, and art. Additionally, outreach programs at FREN Lab will help build a sense of connection and involvement within the Richmond Hill community.

Experts agree that active, engaged play is necessary for the healthy development of children. Yet in our society this sort of play is increasingly being abandoned in favor of inactive entertainment and endless scrolling. As traditional play diminishes, so do the physical, cognitive, social, and emotional skills that are developed with it, leading to a growing negative impact on the lives of our children. At FREN, we remain dedicated to fostering experiences that promote play as a means of both educational enrichment and life skill development for all children.



National Trust for Historic Preservation. "Giant Stride, ca. 1910-1915, as Seen on a Model Playground." *How We Came to Play: The History of Playgrounds*.



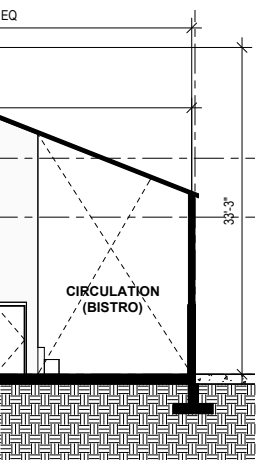


Demographic Insights: Children 19 & Under in Bryan County from the 2018-2022 ACS 5-Year Estimates

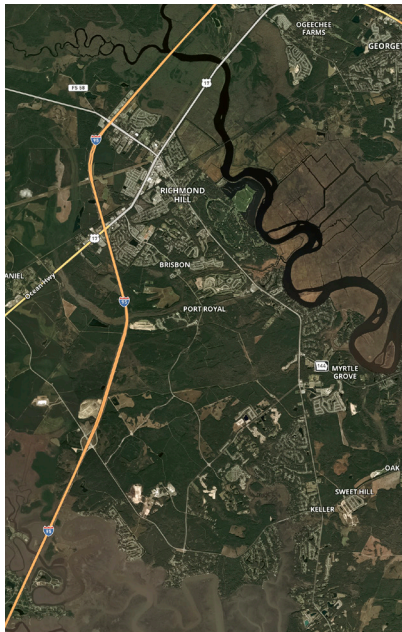
As Richmond Hill and Bryan County continue to experience rapid growth rates in the residential and commercial sectors, it is critical to balance expansion with local spaces that foster fun, learning, and connection for children and families. FREN Lab, as an innovative experience park, strives to enhance the community by embracing these values through the art of play.

Bryan County has experienced significant growth, making it the fastest-growing county in Georgia and the sixth fastest-growing county in the United States. Between 2010 and 2020, Richmond Hill's population increased by 79%, highlighting the area's rapid development and expansion.

This data, sourced from the 2020 U.S. Census Bureau, underscores the dynamic changes in the region and the increasing appeal of Bryan County as a place to live and work.



Connecting Past, Present, & Future



FREN Lab embodies this concept of connecting the past, present, and future through the various activities offered. It draws from traditional games and activities to offer fun, unique new experiences such as fascinating playscapes established with projection mapping, or a unique nighttime mini-golf adventure with accents of interactive lighting. Further, incorporated auditory and visual feedback with sound and water forms an engaging new splash pad experience, fostering creativity and imagination in children to envision the future.

Throughout the design process of FREN Lab, meticulous attention was given to creating a space that honors the historic architecture of Richmond Hill while bridging the past with the present and looking towards the future. The outcome is a transitional building that embodies the black and white artifice of the historic Richmond Hill buildings, yet introduces a modern touch with expansive curtain walls that invite visitors inside.

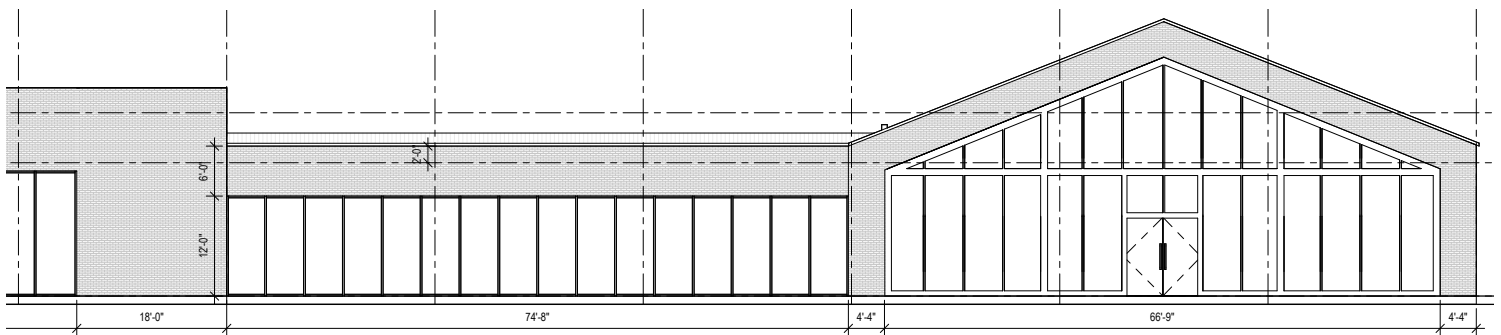
Inside, the theme continues with the extensive use of wood materials that reflect the Ford era paneled interiors of community buildings. The blend of lighter wood tones with contemporary architectural elements and high ceilings creates an airy, inviting atmosphere. This spatial design is further enhanced by the latest digital and lighting technologies, which demonstrate how technological innovation can enhance physical spaces.

A Community Hub

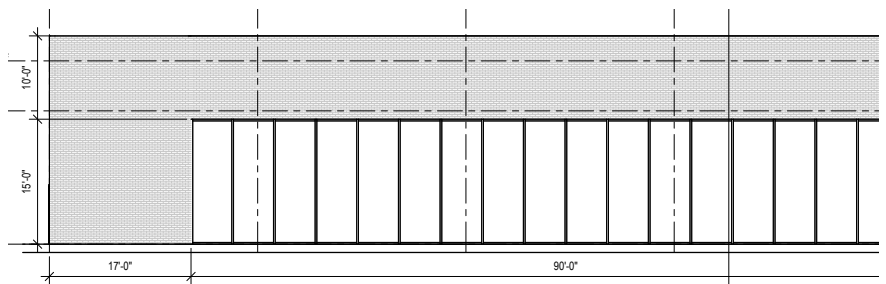


FREN Lab aspires to be a place that offers more than just a fun family outing. The organization will serve as a vibrant community hub that supports the families and businesses of Richmond Hill. Central to this vision are the culinary experience, educational programs, and outreach initiatives which play a vital role in the framework of FREN Lab.

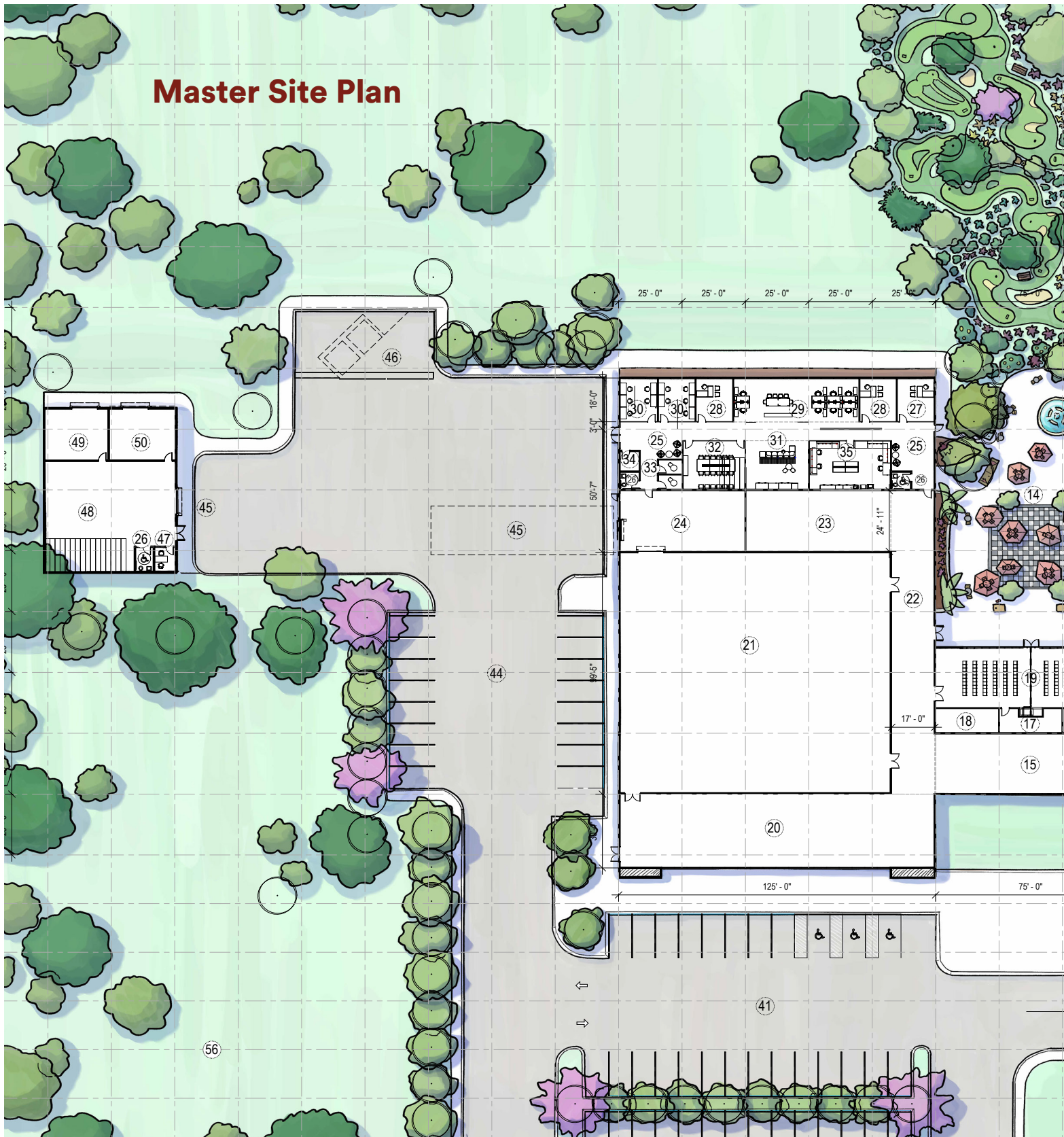
The facility is designed for flexibility to accommodate a variety of events, from birthday parties to performances by local youth orchestras. The versatility of FREN Lab will also support educational programs such as field trips, art classes, game creation workshops, adventure camps, and more. These programs not only provide valuable learning opportunities for kids but also foster connections between families throughout Richmond Hill.



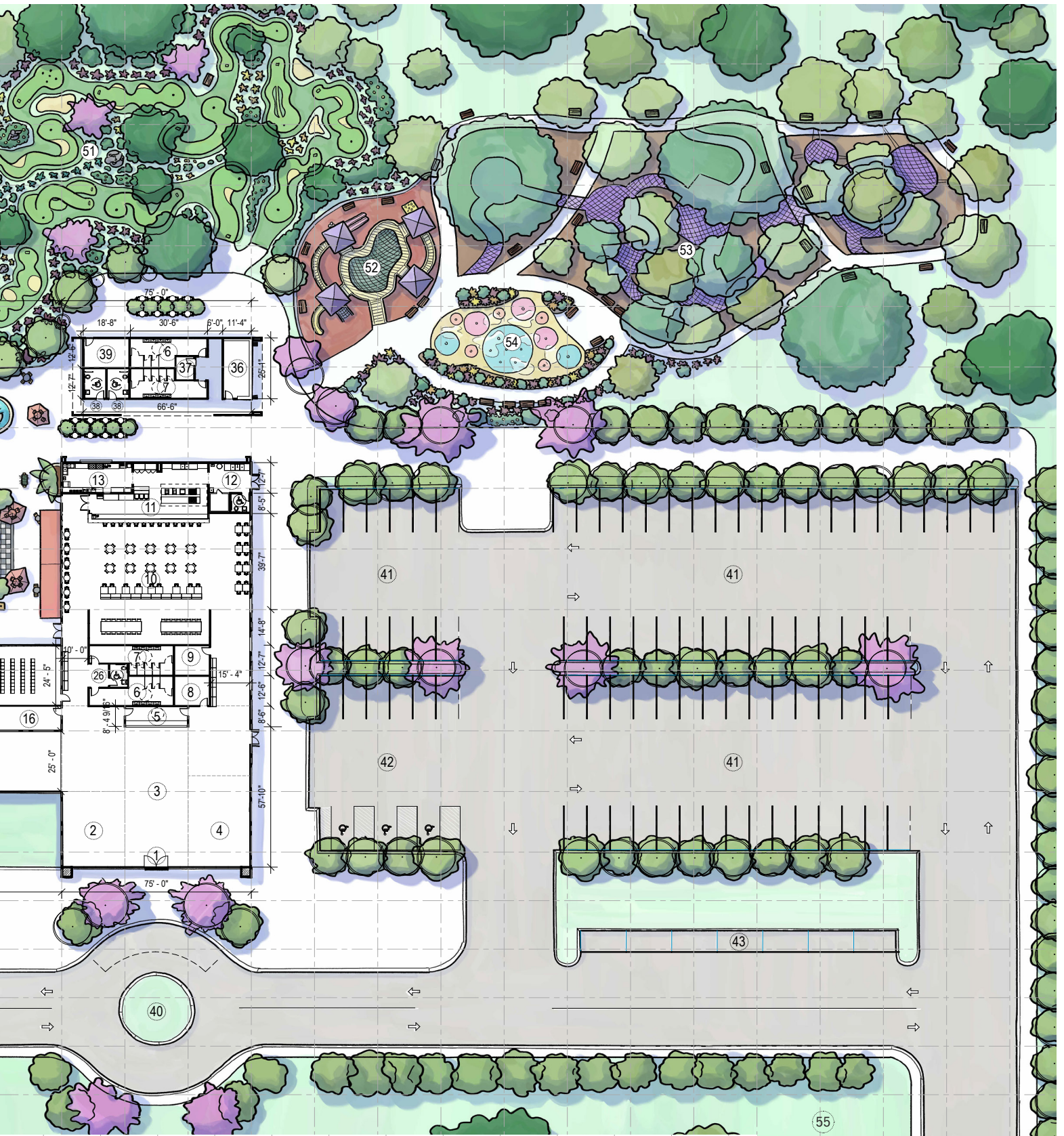
FREN Lab is committed to supporting Richmond Hill through various outreach programs. The centerpiece of our efforts is the Community Benefit Fund, which supports local charities and non-profit organizations. Qualified nominations and applications will be reviewed annually with new recipients selected each year.



Master Site Plan



- | | | | |
|---------------------|--------------------------|-----------------------|---------------------------|
| 1. Main Entrance | 9. Bistro Storage | 17. Storage | 25. Office Lobby |
| 2. Lounge | 10. Bistro | 18. Housekeeping | 26. Private Restroom(ADA) |
| 3. Lobby | 11. Kitchen | 19. Multipurpose Room | 27. Executive Office |
| 4. Retail | 12. BOH | 20. South Exhibit | 28. Private Office |
| 5. Guest Services 1 | 13. Cafe | 21. Central Exhibit | 29. Co-work Open Office |
| 6. Restroom 1 | 14. Courtyard | 22. Exhibit Hall | 30. Team Office |
| 7. Restroom 2 | 15. Connection Corridor | 23. North Exhibit | 31. Break Area |
| 8. Retail Storage | 16. IT / Electrical Room | 24. Exhibit Storage | 32. Boardroom |



- 33. Focus Room
- 34. Coat Closet
- 35. R&D Lab
- 36. Guest Services 2
- 37. Family Change Room
- 38. Family Restroom
- 39. Pump Room
- 40. Main Entrance Drop Off

- 41. Parking Lot
- 42. ADA / 15-min Parking
- 43. Bus Parking
- 44. Employee Parking
- 45. Loading Dock
- 46. Waste and Recycling
- 47. Facilities Office
- 48. Exhibit Storage

- 49. Fabrication Shop
- 50. Grounds Equipment
- 51. Golf Course
- 52. Playground 1
- 53. Playground 2
- 54. Splash Pad
- 55. Future Use(Phase 2)
- 56. Future Use(Phase 3)

The Experience

FREN Lab creates an innovative experience through a variety of interactive areas, blending traditional and modern play elements with advanced technologies. Key features include the welcoming lobby, the interactive Connection Corridor, and the immersive Sandbox, all designed to engage children's imaginations and promote learning. Additionally, outdoor attractions like the Adventure Playground and the Splash Pad provide diverse, fun activities for all ages, enhancing the overall experience.





Lobby

The lobby provides a friendly, welcoming space for families as they arrive to FREN Lab. Here guests can purchase tickets, hang out in the lounge area while they wait for more members of their group, or browse the store for unique artisan toys and games, such as internationally sourced STEM kits. The retail experience is specifically geared towards kids, allowing them to be hands-on by playing with featured products.



Connection Corridor

Guests travel to the main indoor exhibit areas through a long corridor featuring an interactive LED wall that stretches the span of the hallway, setting the stage for the rest of their experience. Working together or individually, the display encourages children to explore through touch, sight, and sound, guiding the discovery of creative new ways to interact with the wall.



Discovery Alcove

Discovery Alcove offers a changing exhibit space that combines physical elements with digital technologies to create exciting play opportunities. A variety of different nooks within the space create specific points of interaction that engage guests in a variety of ways. For example, a child might talk with a parrot, feed a giraffe, or learn about endangered species and the efforts being made to preserve them.



The Sandbox

Ever wonder what it would be like to explore a distant planet or experience holiday festivities at the North Pole? The Sandbox at FREN Lab gives guests the chance to find out. A fully enclosed space that relies on interactive projection technology and scenic elements to create a wide range of playscapes, The Sandbox engages children's imaginations and allows them to freely explore new and exciting worlds.





Learning Concourse

The Learning Concourse will teach guests all about interactive technologies. It explains different types of technology applications and the design process for integrating them with physical spaces to develop creative storytelling experiences.

R&D Experience

The R&D Experience is where guests can participate in the research and development of FREN. The activities in this area are works in progress where guests will interact with different robotic and digital technologies that are being tested to be employed in future FREN Lab exhibitions.



Multi-Purpose Room

The Multi-Purpose Room is a large flexible space that can transform to host all types of events and activities. Additionally, it opens up to the outdoor courtyard to act as a stage or an extension of the outdoor space. The room is also used for educational programs such as, camps, classes, creative workshops, and as a space to welcome school field trips.



Cafe

Designed to service the outdoor activities, the cafe offers guests a convenient break for delicious refreshments during their journey. With selections such as homemade ice cream, fresh fruit smoothies, and specialty coffees, the cafe is a light alternative to the bistro.



Courtyard

The courtyard is an outdoor hang out space where families can enjoy selections from the cafe or bistro and play with a variety of seasonally rotating games. The courtyard also has the ability to be used for special events like movie nights with its large LED display or evening receptions with the capability to become an extension of both the bistro and the multi-purpose space.



Bistro

The bistro is a casual, open-concept dining experience where guests can grab fresh food made with quality ingredients. With a warm and inviting atmosphere, the bistro is a great place for families and friends to gather and relax. In addition to the regular dining service, special themed dining experiences are available that transport guests around the globe through food and imagery.

Outdoor Activity Park



Adventure Playground

This outdoor play area invites guests to experience new heights and overcome obstacles on this specially designed netted play structure.

The outdoor activity park is a place for outdoor fun and games. A secondary guest services location gives families the option to begin their journey outside before heading indoors. There is also the option at both the indoor and outdoor guest service locations to purchase tickets for just the outdoor experience or a single round of mini-golf. The outdoor guest services also offers products such as towels and sunscreen for visitor convenience.



Explore Playground

For our younger visitors, the Explorer Playground offers a less intense alternative to the Adventure Playground.



Splash Pad

The splash pad is great place for kids to cool off. Fountains accompanied by music and lighting effects add new excitement to this fun pastime.



Mini-Golf Course

Fun for all ages, FREN Lab's mini-golf course offers unique challenges and a special nighttime experience utilizing lighting technology.

Sponsorship Opportunities

Partnering with FREN Lab supports children's access to play and tools to develop into future innovators and leaders. Your generosity will also help build a neighborhood hub designed to strengthen local connections.

We offer flexible sponsorship packages to suit the needs of all sponsors and appreciate your support in making this vision a reality.

Benefits & Acknowledgement	Sapphire \$750,000 +	Emerald \$500,000 - \$749,999	Platinum \$250,000 - \$499,999	Gold \$100,000 - \$249,999	Silver \$50,000 - \$99,999	Bronze \$10,000 - \$49,999
Red Sponsor benefits plus invitation to participate in donor preview night	●	●	●	●	●	●
Company or individual name engraved on stone donor wall in lobby	●	●	●	●	●	●
Acknowledgement during ribbon cutting ceremony	●	●	●	●	●	●
Discounted access for event space rental	●	●	●	●	●	
Access to private beta testing and feedback sessions	●	●	●	●		
Access to early exhibit concept feedback sessions	●	●	●			
Themed dinner party for 24 guests	●	●				
Private family holiday event for 50 guests	●					

Red Sponsor • Invitation to ribbon cutting ceremony **\$5,000-\$9,999**
 • Early registration access for special events
 • Family membership discounts for individual and company sponsors

Blue Sponsor • Invitation to ribbon cutting ceremony **\$2,500-\$4,999**
 • Early registration access for special events

Yellow Sponsor • Invitation to ribbon cutting ceremony **\$1,000-\$2,499**

Sponsorship Opportunities by Area

Bench Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: A bench to be located in the outdoor activity park. • What You Will Receive as a Bench Sponsor: <ul style="list-style-type: none"> - Your company or individual name on the plaque for one bench 	\$2,500
Drinking Fountain Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: Bi-level drinking fountains to be located in the outdoor activity park. • What You Will Receive as a Drinking Fountain Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque on one drinking fountain 	\$5,500
Sculpture Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: The focal point sculpture for the entrance of FREN Lab. • What You Will Receive as a Sculpture Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque in front of the sculpture - All Bronze Level Sponsorship benefits 	\$15,000 <i>One Available</i>
Fountain Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: A playful sculptural fountain in the Courtyard by the Café. • What You Will Receive as a Fountain Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque in front of the fountain - All Bronze Level Sponsorship benefits 	\$15,000 <i>One Available</i>
Courtyard Activities Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: The seasonally rotating activities that are provided in the Courtyard. • What You Will Receive as a Courtyard Activities Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque located in the Courtyard 	\$5,000 <i>Four Available</i>
Mini-Golf Starter Pack Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: All the equipment necessary to get families started playing the game of mini-golf including mini-golf balls, putters, scorecards, pencils, etc. • What You Will Receive as a Mini-Golf Starter Pack Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque to be located at the start of the mini-golf course 	\$4,000 <i>One Available</i>
Mini-Golf Turf Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: The turf for a high-quality mini-golf experience. • What You Will Receive as a Mini-Golf Turf Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque to be located at the start of the mini-golf course - All Bronze Level Sponsorship benefits 	\$15,000 <i>Eighteen Available</i>
Splash Pad Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: The installation and building of a dancing fountain splash pad. • What You Will Receive as a Splash Pad Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque located at the entrance to the Splash Pad - All Gold Level Sponsorship benefits 	\$120,000 <i>One Available</i>

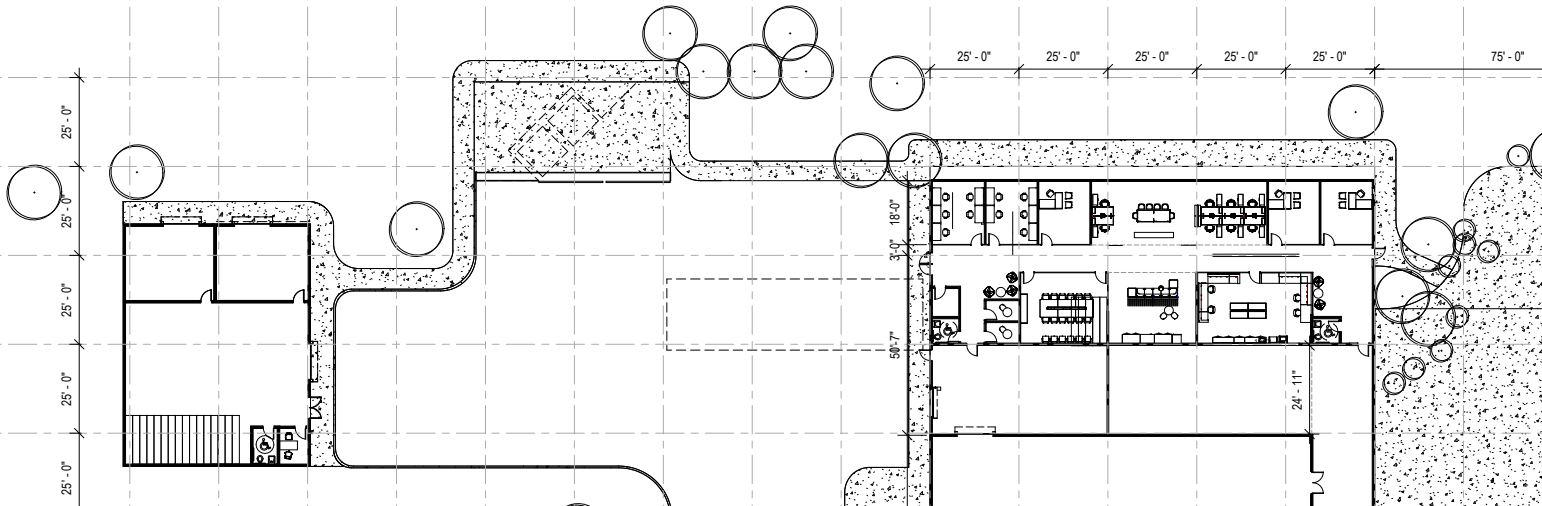
Explorer Playground Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: Playground equipment for a play space aimed at younger visitors. • What You Will Receive as an Explorer Playground Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque located at the entrance to the Explorer Playground - All Gold Level Sponsorship benefits 	\$175,000 <i>One Available</i>
Adventure Playground Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: The unique netting structure that forms the Adventure Playground. • What You Will Receive as an Adventure Playground Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque located at the entrance to the Adventure Playground - All Platinum Level Sponsorship benefits 	\$250,000 <i>One Available</i>
Bistro Guest Experience Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: The equipment necessary for an outstanding culinary experience. • What You Will Receive as a Bistro Guest Experience Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque located inside the Bistro - All Silver Level Sponsorship benefits 	\$50,000 <i>Five Available</i>
LED Wall Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: One of the three LED walls located throughout FREN LAB in the Courtyard, Bistro, and Connection Corridor. • What You Will Receive as a LED Wall Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque located at one of the LED walls being sponsored - All Silver, Gold, or Platinum Level Sponsorship benefits based on wall being sponsored 	\$80,000 <i>One Available</i> \$150,000 <i>One Available</i> \$375,000 <i>One Available</i>
Multi-Purpose Room Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: The finishing and furnishing of the multi-purpose room, as well as basic supplies for educational programs • What You Will Receive as a Multi-Purpose Room Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque located at the lobby entrance to the multi-purpose room - All Gold Level Sponsorship benefits 	\$210,000 <i>One Available</i>
Exhibition Sponsor	<ul style="list-style-type: none"> • What You Are Sponsoring: The equipment that will provide innovative experiences in our North, South, East, and Central Exhibits. • What You Will Receive as an Exhibition Sponsor: <ul style="list-style-type: none"> - Your company or individual name on a plaque near the entrance of an exhibit space of your choosing (on a first come first serve basis) - All Emerald Level Sponsorship benefits 	\$500,000 <i>Four Available</i>

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Please scan the QR code to
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Area Schedule (Gross Building)		
Area Type	Name	Area
Gross Building Area	MAIN BUILDING	42534 SF
Gross Building Area	AMENITIES	1736 SF
Gross Building Area	FACILITY	3589 SF

Room Schedule		
Program	Name	Area

AMENITIES		
AMENITIES	PUMP ROOM	208 SF
AMENITIES	FAMILY RESTROOM	102 SF
AMENITIES	FAMILY RESTROOM	102 SF
AMENITIES	RESTROOM(F)	299 SF
AMENITIES	RESTROOM(M)	293 SF
AMENITIES	FAMILY CHANGE ROOM	65 SF
AMENITIES	GUEST SERVICES	260 SF
		1329 SF

FACILITIES		
FACILITIES	FAB SHOP	517 SF
FACILITIES	LANDSCAPE EQ	538 SF
FACILITIES	STORAGE	2154 SF
FACILITIES	FACILITIES OFFICE	85 SF
FACILITIES	PRIVATE RESTROOM	71 SF
		3365 SF

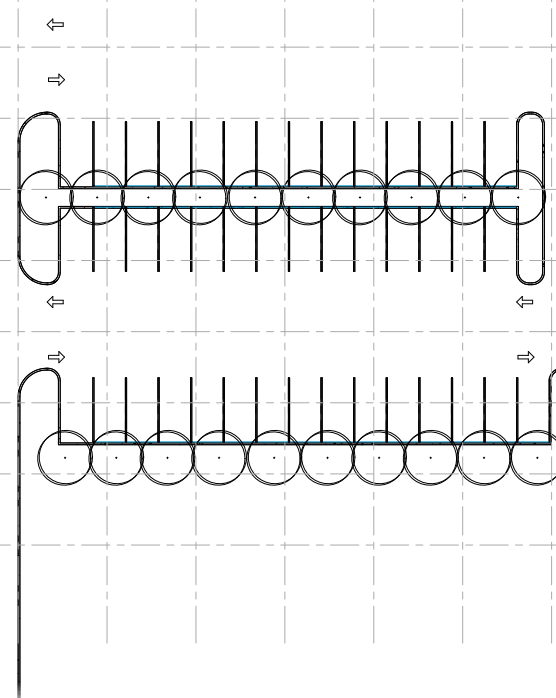
MAIN BUILDING		
BISTRO	BISTRO	4590 SF
BISTRO	ADA RESTROOM	54 SF
BISTRO	BISTRO STORAGE	162 SF
BISTRO	CAFE	329 SF
BISTRO	KITCHEN	918 SF
BISTRO	BISTRO BOH	257 SF
		6311 SF

FREN INC	CIRCULATION (OFFICE)	1457 SF
FREN INC	R&D LAB	634 SF
FREN INC	CO-WORKING OPEN OFFICE	874 SF
FREN INC	BOARD ROOM	481 SF
FREN INC	BREAK AREA	488 SF
FREN INC	FOCUS ROOM 1	52 SF
FREN INC	FOCUS ROOM 2	53 SF
FREN INC	COAT CLOSET	58 SF
FREN INC	PRIVATE RESTROOM	51 SF
FREN INC	TEAM OFFICE	257 SF
FREN INC	TEAM OFFICE	252 SF
FREN INC	PRIVATE OFFICE	252 SF
FREN INC	PRIVATE OFFICE	250 SF
FREN INC	PRIVATE OFFICE	253 SF
FREN INC	PRIVATE RESTROOM	50 SF
		5464 SF

FREN LAB	MULTI PURPOSE	1855 SF
FREN LAB	RETAIL	927 SF
FREN LAB	CENTRAL EXHIBIT	10465 SF
FREN LAB	LOUNGE	781 SF
FREN LAB	IT ROOM	238 SF
FREN LAB	ELEC ROOM	241 SF
FREN LAB	SOUTH EXHIBIT	3870 SF
FREN LAB	STORAGE	204 SF
FREN LAB	NORTH EXHIBIT	1422 SF
FREN LAB	EXHIBIT HALL	2095 SF
FREN LAB	CONNECTION CORRIDOR	1850 SF
FREN LAB	LOBBY	1442 SF
FREN LAB	CIRCULATION (BISTRO)	695 SF
FREN LAB	CIRCULATION (RESTROOM)	871 SF
FREN LAB	EXHIBIT STORAGE	1223 SF
FREN LAB	RESTROOM(F)	319 SF
FREN LAB	RESTROOM(M)	322 SF
FREN LAB	RETAIL STORAGE	164 SF
FREN LAB	GUEST SERVICES	188 SF
FREN LAB	ADA RESTROOM	65 SF
		29235 SF

Grand total: 53

45703 SF



FREN Foundation is an organization dedicated to strengthening communities and supplying educational and wellness resources to children and families. We believe that purpose-driven design can be used as a platform to provide these resources and build neighborhoods, improving the quality of life for all.

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Richmond Hill, GA 31324

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