



Magical Bridge - City of Palo Alto Programming Agreement Terms

Agreement Overview: The City of Palo Alto will enter into an agreement with Magical Bridge to create and source recreational programming (“Magical Series”) that gives people of all ages and abilities the opportunity to enjoy leisure and community building activities in a safe and supportive environment that fosters an enriching experience for all who participate. The agreement will also provide for the ongoing development and operation of the Kindness Ambassador Program – Magical Bridge’s proprietary volunteer engagement system, which invites adults and teens, regardless of ability or disability, the opportunity to promote kindness and inclusion on and off the playground. The City and Magical Bridge will also partner to create a digital community hub that acts as a one-stop shop for Magical Series events, Kindness Ambassador volunteer opportunities, and guidelines for the Magical Series designation. Our goal is for everyone to have fun, learn new skills, and engage in community.

Magical Series: Magical Series offerings are mindful of developmental rather than chronological ages groups, adjusted sensory environments, and smaller classes and are held both on and off the playground (*see Exhibit 1 for sample Magical Series offerings*).

- Off the playground (to be held at City of Palo Alto libraries and other recreational facilities)
 - Theater performances (*2 annually*)
 - Magical Series Classes
 - Spectrum friendly dance classes
 - Music therapy enrichment program
- On the playground
 - Magical Music & Motion Concert Series (*6 annually*)
 - Storytime welcoming to all ages and abilities (*6 annually*)
 - Hands-on, universal design STEAM activities (*3 annually*)
 - Canine companions (*3 annually*)

Kindness Ambassador Program

- Recruit and onboard Kindness Ambassadors
- Provide volunteer opportunities that allow Kindness Ambassadors to explore and practice their skills and interests at local mission aligned community events (i.e., support city staff at Super Family Sunday at JMZ, lead Magical Bridge playground tours focused on universal design and community impact for those interested in public speaking, host STEM activities at the playground, etc.)
- Foster relationships between Kindness Ambassadors and senior population across the city and broader region (i.e., Avenidas events, East Palo Alto Senior Center crafting and chatting get togethers)
- Continuously innovate and implement new adaptive programming offerings, such as Magical Tennis for neurodiverse participants
- Work with City officials to promote civic engagement amongst people of all ages and abilities (i.e., Kindness Ambassador to report quarterly to City council on the state of kindness in the community)

Impact Reporting: Magical Bridge will create an annual report, summarizing its community impact with metrics such as number of community members served through Magical Series programs, numbers of Magical Series offerings, number of Kindness Ambassadors and hours volunteered, and number of Magical Bridge playground visitors.

Magical Recognition: Online, social media and outdoor displays will proudly feature sponsorship via partnership with the City of Palo Alto.

Annual Contract Amount: \$150,000 annually, with renewal subject to Magical Bridge’s achievement of prior year plan and approval of upcoming annual plan (amount can be split between CSD and library). \$50,000 restricted for event implementation and vendor payments. \$100,000 for Magical Bridge innovative program development, volunteer engagement, partnership development, and implementation. After year 1, explore the possibility of streamlined contract that includes programming development and funding, with implementation directed by City or volunteer organization.

City Obligations: Provide City liaison to support programming promotion and day-of implementation.



Exhibit 1: Sample Magical Series Offerings

Performance Events	
Magic of Movement	A dance performance showcasing diverse styles of dance accessible to all abilities
Music without Boundaries	A concert featuring adaptive musical instruments and performances by musicians of all abilities
Theater of Possibilities	Inclusive theater performance featuring actors of diverse abilities
Summer Serenade	Musical performance featuring inclusive activities like sing-alongs and instrument petting zoos
Spooky Spectacular	Inclusive Halloween-themed performance featuring music, dance, and storytelling
Winter Wonderland Wonders	Inclusive winter-themed performance featuring music, dance, and theater
STEAM Activity	
Build Your Own Accessible Garden	A workshop about gardening and create accessible raised beds for planting
Engineering for All	Workshop on building inclusive playground structures using STEAM principles
Tech Playground	Hands-on session exploring assistive technology and its applications for accessibility
Accessible Architecture	Workshop focusing on designing and building accessible structures using STEAM concepts
Sensory Science	Exploration of sensory-friendly science experiments and activities
Story Time	
Enchanted Tales	A storytelling session featuring inclusive stories with diverse characters and themes
Imagination Station	Interactive storytelling session encouraging creativity and imagination for all abilities
Holiday Magic	Storytelling session featuring inclusive tales of holiday cheer and joy for all to enjoy



Magical Bridge – City of Palo Alto Licensing and Consulting Agreement Terms

Agreement Overview: Magical Bridge Palo Alto opened in April 2015 and has since become a beloved community asset, bringing together people of all ages and abilities to experience the magic of play, community connections, and belonging. This proposal seeks to create a mechanism to allow the City of Palo Alto (“City”) to leverage and apply Magical Bridge’s research-driven innovation and insight on the intersection of design and community across the City’s public spaces via a licensing and consulting agreement (“Agreement”) between Magical Bridge Foundation (“Magical Bridge”) and the City. The Agreement will grant the City the right to use Magical Bridge’s design concepts and trademarks for the creation and promotion of innovative and multigenerational playgrounds, parks, and programs thoughtfully designed to welcome Palo Alto residents of all ages and abilities to come together to play and connect.

Licensing Terms: The City of Palo Alto will be granted the right to use the Magical Bridge trademark and design concepts for the creation, promotion, and branding of its public spaces within its jurisdiction; the City will have the right to require a Magical Bridge space within its RFPs for design services and assign its rights to Magical Bridge’s design concepts to 3rd party landscape architects awarded these projects within its jurisdiction.

Design Implementation: The City or its designated 3rd party landscape architect will be required to work with Magical Bridge on projects promoted as Magical Bridge spaces to ensure the proper implementation of Magical Bridge’s design concepts, adhering to Magical Bridge’s standards for branding, layout, accessibility, and community building.

Promotion and Marketing: The City is granted the right to use the Magical Bridge trademark for promotional and marketing purposes related to thoughtfully designed playground and parks. This includes but is not limited to signage, official documentation, and online platforms.

Licensing and Consulting Fees: In consideration for the rights granted, the City agrees to pay an annual licensing consulting fee and a project specific final licensing fee for each project that reflects Magical Bridge design concepts, and that the City promotes and refers to as a “Magical Bridge Project”. The fee structure is outlined in the attached Schedule A.

Quality Assurance: Magical Bridge is committed to maintaining the quality and integrity of its brand. The City will work with Magical Bridge to ensure continuing compliance with Magical Bridge’s design standards.

Additional Opportunities Outside the Scope of this Agreement: Magical Bridge and the City may also wish to extend their relationship to provide for the continuation of Magical Bridge managing Magical Bridge affiliated programming and events, the Kindness Ambassador Volunteer program, and development of a more robust Magical Series offering within the City. Magical Series offerings are mindful of developmental rather chronological ages groups, adjusted sensory environments, and smaller classes and are held both on and off the playground. NOTE: This is further detail in the Magical Bridge – City of Palo Alto Programming Agreement Terms previously circulated.



Exhibit A

Annual Licensing and Consulting Fee: \$25,000

Project Specific Final Licensing Fee:

- Neighborhood Project, where Magical Bridge space is less than 0.5 acres: \$75,000
- Destination Project, which reflects a full Magical Bridge playground of size and scope similar to the Magical Bridge: \$150,000