



MOSH 2.0: Expanding the Capacity to Inspire Innovation

1) Why does MOSH need to renovate and expand?

- *MOSH 2.0: Expanding the Capacity to Inspire Innovation* is designed to meet the growing demand for exhibits and programs that inspire innovation — both for our guests and across our community.
- The transformational expansion of the Museum will establish MOSH as a leader in fulfilling visitor expectations for accessible, immersive and technologically advanced experiences.
- *MOSH 2.0* will complement the City's aspiration to activate the Southbank of the St. Johns River.
- It will amplify service to schools, teachers and students through a dynamic range of new educational programs and interactive learning environments.
- This initiative will positively influence Jacksonville's economy by connecting today's innovators with programs designed to prepare tomorrow's workforce.
- MOSH will further its status as a regional destination on the Southbank of Downtown Jacksonville.

2) How much will the renovation and expansion cost?

- The estimated cost for *MOSH 2.0* is between \$80 and \$90 million.
- MOSH will pursue a public/private funding model.
- Private contributions will account for \$20 to \$25 million of the total cost.

3) Who will fund the project?

- *MOSH 2.0: Expanding the Capacity to Inspire Innovation* will be funded by individuals, businesses and corporations, foundations and other community stakeholders.
- The public funding components include local, state and federal opportunities and interests.



Expanding the Capacity to Inspire Innovation.

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4) *How long will the project take to complete?*

- *MOSH 2.0* will take up to five years to accomplish, from initial announcement to project completion.
- MOSH will request basic City approvals and land lease amendments, which will be accomplished in early spring 2019, prior to starting any site work.
- The *Nucleus Fund*, which supports the start-up costs of the campaign, has also been established with financial support from the Museum's Board of Trustees.

5) *What are the plans for parking?*

- MOSH has a total of 130 parking spaces available for on-site parking.
- In addition, there are 252 public parking spaces located under the Acosta bridge and within one block to the Museum. These spaces are managed by the City of Jacksonville.

6) *What is the Nucleus Fund?*

- The *Nucleus Fund* is the primary mechanism for covering the start-up and administrative costs of *MOSH 2.0: Expanding the Capacity to Inspire Innovation*.
- These costs are projected to be \$2 million and are included in the total campaign goal of \$20 to \$25 million in private contributions.
- Donors who contribute to the Nucleus Fund may also be invited to contribute to the transformational campaign goals of *MOSH 2.0*.

7) *What is the plan to ensure sustainability for the renovated and expanded MOSH?*

- By definition, the expansion at the heart of *MOSH 2.0* will increase existing revenue streams in combination with new opportunities to secure both contributed and earned income.
- Extensive research also indicates growing the Museum's capacity to accommodate new technologies and larger exhibits will attract a broader regional audience of tourists, researchers and lifelong learners of science and humanities.
- Integration with the City's plans to activate the Southbank of the St. Johns River will further grow visitation and overall Museum revenue.
- New auxiliary services (such as food and beverage service, on-site catering capabilities and event rentals) will complement the funding model.

8) *Why is this a priority for Jacksonville now?*

- The Museum is approaching the limits of its capacity for meeting the demands of visitors for new and innovative exhibits.
- Technological immersion, interactive learning experiences and the Maker Movement are all important to developing the 21st-century workforce.
- *MOSH 2.0* will contribute to Jacksonville's growth, capacity and reputation as a regional center for education, innovation, entrepreneurs and community engagement.
- *MOSH 2.0: Expanding the Capacity to Inspire Innovation* elevates Jacksonville as an attractive destination to a regional community of lifelong learners.

9) *Who is leading the effort?*

- Under the leadership of MOSH President, Maria Hane, the Museum is prepared to fulfill the promises of *MOSH 2.0: Expanding the Capacity to Inspire Innovation*.
- A Campaign Steering Committee comprising local philanthropists and business leaders is directing the campaign and donor strategy.
- The Museum's Board of Trustees is at the forefront of the leadership campaign for *MOSH 2.0* with full participation in pledge commitments to the *Nucleus Fund*.
- A talented, experienced and dedicated staff has been strategically recruited to ensure success.
- The Museum has engaged Carter Global, Inc., a team of philanthropy specialists, to consult with the above-named groups to see *MOSH 2.0* through to successful completion.

10) *How can I help?*

- You can learn more by contacting the Museum's development team. Call Lorin Thies, Development and Capital Campaign Manager, at 904.396.6674 x 230 or email her at lthies@themosh.org
- Visit the Museum to see what's new and trending.
- Tell your friends and associates about the positive and exciting changes coming to Jacksonville's iconic Museum of Science & History.
- **Pledge** to support *MOSH 2.0: Expanding the Capacity to Inspire Innovation* by making your donation at themosh.org.