



**MOSH**  
**GENESIS**

A New Vision  
for Downtown's  
Northbank



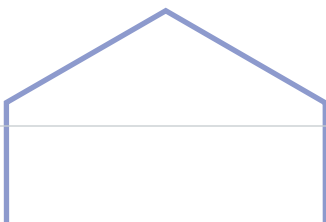


**THINK BACK TO THE EXHILARATION YOU  
FELT THE FIRST TIME YOU VISITED A  
MUSEUM. AS YOU APPROACHED THE  
BUILDING, THE ANTICIPATION OF UNKNOWN  
DISCOVERIES QUICKENED YOUR PACE.  
YOUR EYES RACED OVER EVERY SURFACE.**

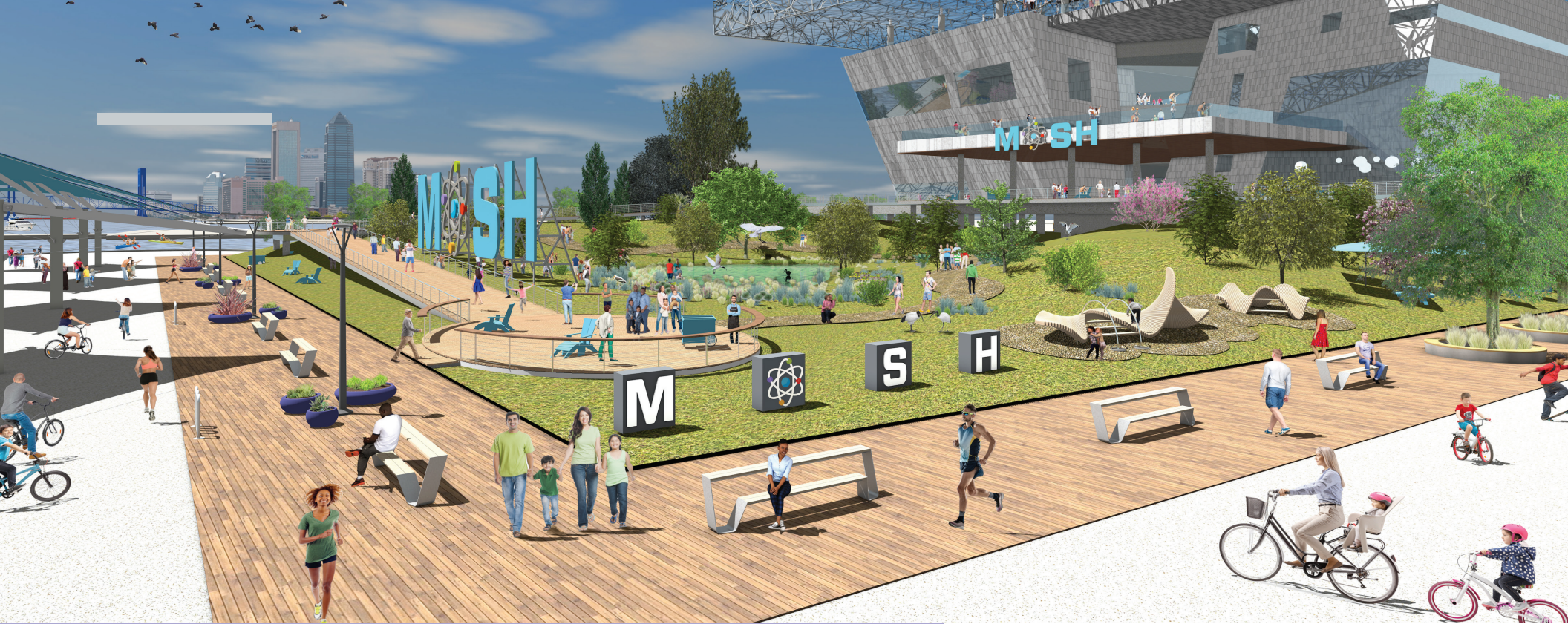
**Everything was new.  
Even better: everything was possible.**

The Museum of Science and History (MOSH) links present-day Jacksonville to a dynamic vision of what is to come. **MOSH Genesis**, a destination for lifelong learning, will deliver a new museum experience that evokes that sense of excitement for all guests — whether it is their first visit or their fiftieth.

We will transform the cultural landscape of Northeast Florida and serve as a catalyst for a thriving sports and entertainment district on the Northbank of Downtown.







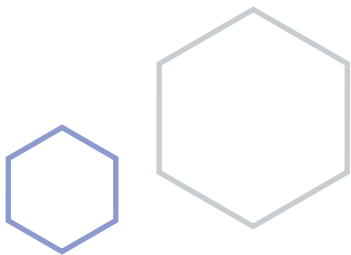
**MOSH GENESIS ALIGNS 80 YEARS OF SERVICE TO THE COMMUNITY WITH A FOCUS ON THE FUTURE. THE NEW MUSEUM WILL BE A PHYSICAL EXTENSION OF OUR MISSION — A CAMPUS THAT INSPIRES THE JOY OF LIFELONG LEARNING IN EVERY ELEMENT OF ITS DESIGN, AND BRINGS TO LIFE THE SCIENCES AND REGIONAL HISTORY THROUGH CAPTIVATING EXPERIENCES THAT ONLY MOSH CAN DELIVER.**

**MOSH**  
**GENESIS**





## TODAY'S MUSEUM OF SCIENCE & HISTORY (MOSH) IS THE ONLY INSTITUTION OF ITS KIND IN NORTHEAST FLORIDA.



MOSH engages Northeast Florida residents and visitors of all ages through exhibits and programs that explore diverse topics such as our region's history, the wonders of the galaxies, climate change, tolerance, water conservation, and environmental sustainability. As a combined science and history center, **MOSH is an integral leader of Jacksonville's social, cultural, and economic development sectors.**

In its 2019 fiscal year, MOSH served more than 170,000 students and visitors through in-person and STEAM education programming. This number builds upon several years of increased impact, with more than 600,000 people served from 2015 through 2019. However, with growth and success come challenges. Demand for more dynamic exhibits, access to online and technological platforms, and interactive, experiential learning has never been more robust.

To remain responsive, today's Museum of Science & History has set forth a compelling vision for its future: **MOSH Genesis**. We endeavor to build upon our institution's history of making bold moves to best serve the public, with a plan informed by research, investigation, community engagement, interaction, investment, and energetic commitment from a diverse network of stakeholders.



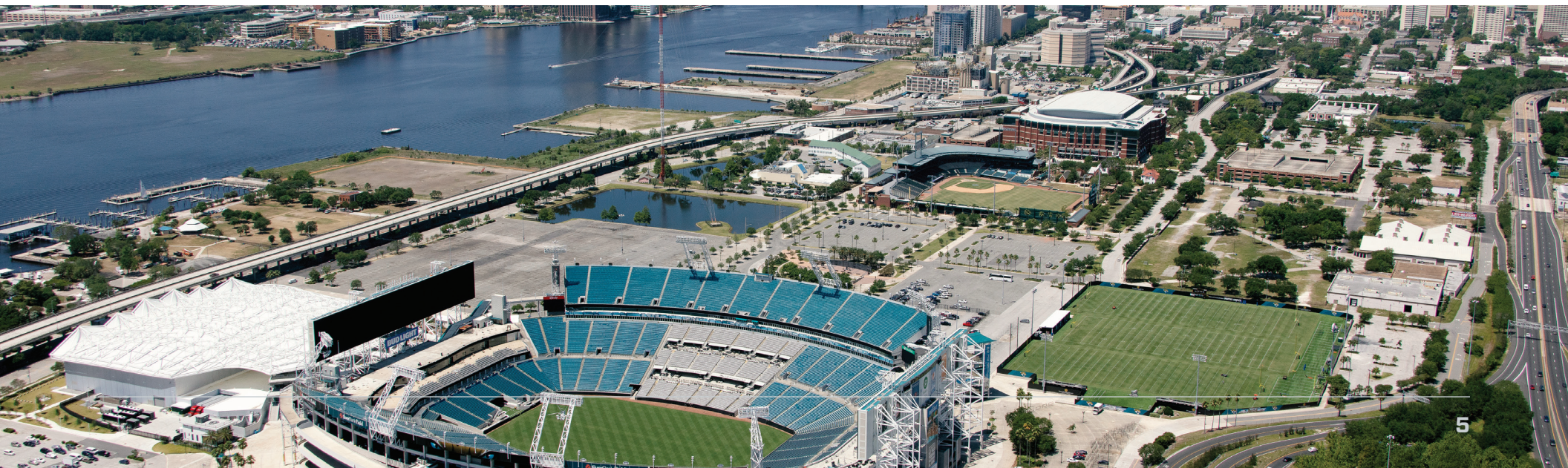
# Our Goals

MOSH Genesis will transform the museum experience and the Northbank of Downtown Jacksonville by:

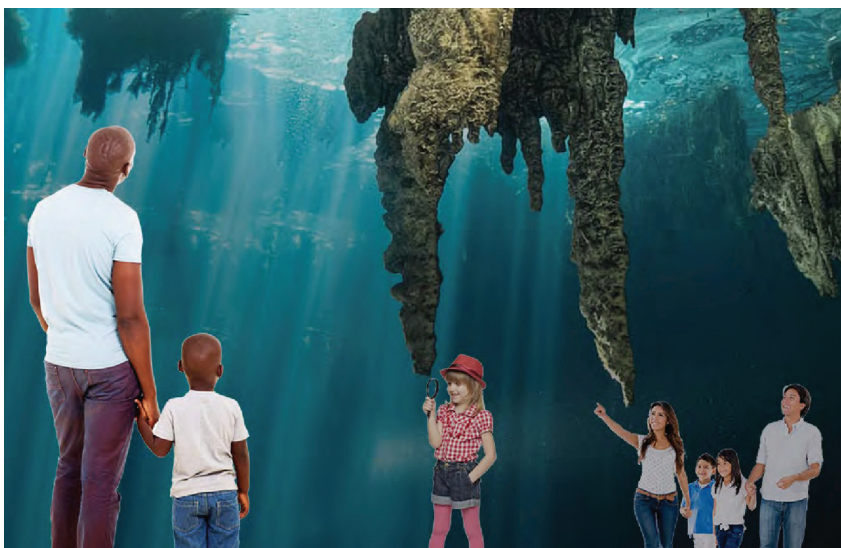
1. **Creating** a public gathering space for lifelong learning and experiential education;
2. **Delivering** immersive digital experiences and learning opportunities that shape twenty-first century job skills for tomorrow's workforce;
3. **Showcasing** dynamic platforms for learning to engage students, families, and adults;
4. **Dedicating** space for early STEAM learning; and
5. **Designing** an architecturally significant campus that models resiliency along the riverfront.

## Expansion And Reorientation:

The **MOSH Genesis** design will expand the Museum's capacity from 75,000 square feet in our current building to an estimated 130,000 square feet. This expanded capacity, paired with the flexibility that comes with new construction, will allow MOSH to present current, forward-thinking, relevant, and impactful exhibits while giving our visitors a range of unique experiences housed in galleries that embrace natural, cultural, and innovative themes. Design plans will incorporate the St. Johns River, thus connecting the building to the environment in a seamless flow from indoors to out. This approach reflects the best urban planning practices, and reinforces an educational and emotional connection to our site.







## The Plan

**MOSH Genesis will serve as a transformative center for science, innovation, and humanities on the Northbank of Downtown Jacksonville.**

Recent independent, community-based studies have revealed consensus and validation for MOSH's plan to envision a future beyond our current building. The size and configuration of our decades-old campus critically limit the Museum's ability to achieve its mission and serve a growing community of learners. Growing demand for service places considerable strain on our building, and previous plans to renovate the existing structure revealed significant operational and construction challenges. Building a new facility on the Northbank will allow us to present the kinds of exhibits that engage members and visitors of all ages while contributing to a thriving sports and entertainment district.

### Four key factors bolster our commitment to this plan:

- Our service model
- Support
- Team
- Strategic site advantages





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### **We have outgrown our service model:**

Today's audiences seek and require different experiences than visitors from previous generations. **MOSH Genesis** envisions the Museum as a center for lifelong learners: residents and visitors who seek hands-on, interactive experiences with leading science, technology, and history professionals; integration with the personal technologies that impact our lives today and into the future; and digital devices and online experiences that only a fully connected and equipped museum can provide.

### **We have strong support:**

Since the campaign's launch, MOSH has welcomed the investment of private supporters, philanthropic foundations, and leading corporations. Museum leaders are working in collaboration with the City of Jacksonville and the Downtown Investment Authority to define a path forward that serves current and future generations of Jacksonville residents and visitors.

### **We have the right team:**

Our Board of Trustees and **MOSH Genesis** Campaign Cabinet comprise educational, civic, and business leaders who, through their passion for the sciences and regional history, are enthusiastically determined to make a difference to MOSH and its future. Each Trustee and Cabinet member has personally committed to the success of this campaign.

### **Building a new facility offers multiple advantages:**

1. Ensure continuity of service to the community throughout construction from our current facility;
2. Enhance the Museum's future capacity to host and present large-scale exhibitions and programs;
3. Flexibility to implement more robust resiliency measures into the site design and configuration;
4. Serve as a complementary adjacency to more activities and amenities, including: the Emerald Trail, VyStar Veteran's Arena, the Jumbo Shrimp Baseball Park, and the Jacksonville Jaguars Football Stadium.

**BY ENVISIONING A NEW LOCATION ON THE  
NORTHBANK, WE CAN ALSO INCORPORATE  
THE RIVER INTO OUR DESIGN AND  
PROGRAMMING — THEREBY ACTIVATING  
MORE VIBRANT CONNECTIONS TO THE  
ENVIRONMENT, OUR CITY, ITS PEOPLE, AND  
OUR COLLECTIVE ASPIRATIONS.**





## New Spaces, Capacities, Programming & Opportunities

Our new campus will feature three ecosystems: Natural, Cultural, and Innovation. Each ecosystem will contain spaces, activities, programs, and opportunities that fundamentally sustain the organization. Together, these ecosystems will firmly establish MOSH as a regional destination, a civic and cultural flagship, and a primary resource center for lifelong learners.

- The **Natural Ecosystem** will explore Jacksonville's ecology and environment through live animal exhibits and extensive natural history collections. Visitors will be amazed by the immense variety and importance of MOSH's artifacts.
- The **Cultural Ecosystem** will honor our shared history by ensuring a diverse array of voices and perspectives — past, present, and future — combine to instruct, celebrate, and inspire our guests and visitors. MOSH will provide a platform where local citizens can share their passion, knowledge, skills, and expertise with visitors on a wide variety of topics and in different types of environments.
- The **Innovation Ecosystem** will feature large and small spaces where visitors can design, build, experiment, test, and create. Programming will engage members and visitors in the development of ideas that will foster innovation in our community. This ecosystem will feature flex spaces for demonstrations, lectures, and performances.

### Additional enhancements to the visitor experience will include:

- The MOSH Nosh Café
- The Digital Dome, which will take the planetarium experience to a new level using cutting-edge technology to interpret big data and engage members and visitors in a unique array of performances, screenings, and talks
- An enhanced rooftop to support multiple functions, all of which will allow visitors to experience the city and its river from a new vantage point



# Project Funding & Capital Campaign

The total anticipated cost of **MOSH Genesis** is between \$80 and \$90 million. MOSH has identified several revenue sources, including state and local funding mechanisms totaling \$60 million. The capital campaign aspires to raise the remaining \$25 million through the generosity and broad-based community support from individuals, businesses and corporations, foundations, and other community stakeholders.

**MOSH Genesis** will be realized through both public and private support. With help from the entire community, we can fulfill our mission and achieve our civic responsibility to continuously serve as a cornerstone of cultural, historical, educational, and economic vitality for the greater Jacksonville community.

**Bruce Fafard**  
*Chief Executive Officer*

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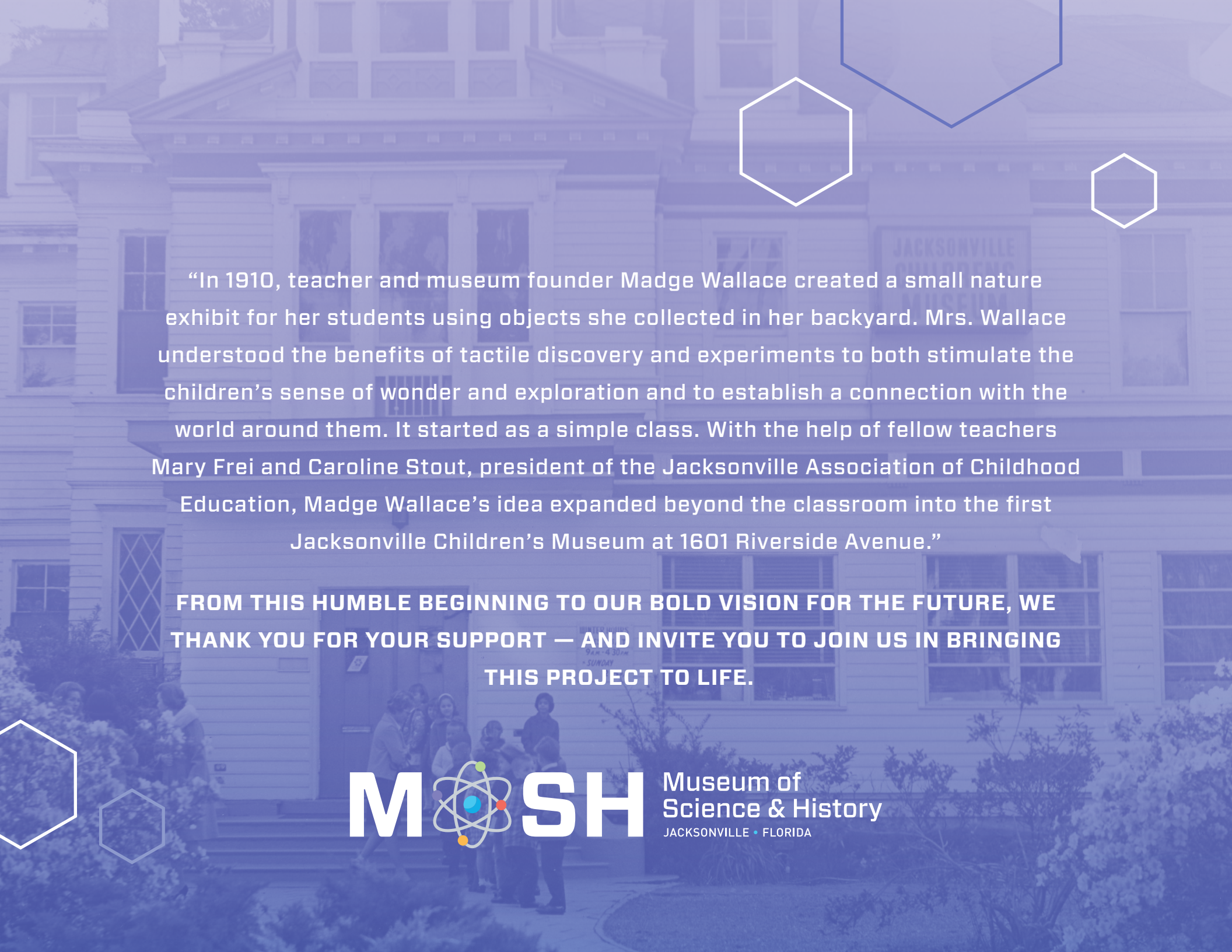
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“In 1910, teacher and museum founder Madge Wallace created a small nature exhibit for her students using objects she collected in her backyard. Mrs. Wallace understood the benefits of tactile discovery and experiments to both stimulate the children’s sense of wonder and exploration and to establish a connection with the world around them. It started as a simple class. With the help of fellow teachers Mary Frei and Caroline Stout, president of the Jacksonville Association of Childhood Education, Madge Wallace’s idea expanded beyond the classroom into the first Jacksonville Children’s Museum at 1601 Riverside Avenue.”

**FROM THIS HUMBLE BEGINNING TO OUR BOLD VISION FOR THE FUTURE, WE  
THANK YOU FOR YOUR SUPPORT — AND INVITE YOU TO JOIN US IN BRINGING  
THIS PROJECT TO LIFE.**

