



# MOSH GENESIS

## A New Vision for Downtown's Northbank

### 1 Why is MOSH moving to the Northbank?

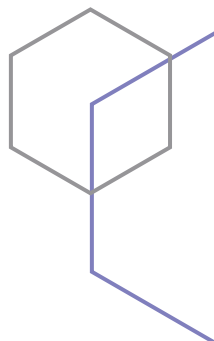
- Moving to the Northbank will allow the Museum **to meet the growing demand for exhibits and programs** that inspire innovation — both for our guests and across our community.
- This transformational reimagining of the Museum will reinforce MOSH's role as a **vital civic institution and a destination for accessible, immersive, and technologically advanced experiences.**
- The new MOSH will complement the City's aspirations **to activate the Northbank of Downtown and align with complementary development plans** already underway in the Sports & Entertainment District.
- This move will amplify service to schools, teachers and students through a dynamic range of new educational programs and interactive learning environments. Early estimates indicate MOSH **will be able to serve 58,000 students annually — a 50% increase — at its new location.**
- This initiative will positively influence Jacksonville's economy, **both in the short- and long-term.**
  - The creation of the new Museum is estimated to create **480 permanent jobs, 670 direct construction jobs, and 1,200 indirect construction jobs.**
  - The new Museum will **connect today's innovators** with programs designed to prepare tomorrow's workforce.

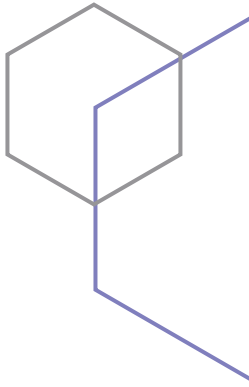
### 2 Where will the new MOSH be located?

- MOSH is targeting a **four-acre parcel at the Shipyards** that is currently known as Lot X.
- The new Museum will comprise designated areas for **exhibitions, classes, and events, while also incorporating a new-and-improved space for the Bryan-Gooding Planetarium.**
- MOSH is in negotiations with the **Downtown Investment Authority** to develop a term sheet for the property.

### 3 How much will the new MOSH cost?

- The estimated cost for the new Museum is **approximately \$85 million.**
- MOSH will pursue a **public/private funding model.**
- Private contributions from businesses, philanthropists and foundations will account for **\$20 to \$25 million** of the total cost.





## 4 Who will fund the project?

- The new MOSH 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.**
  - The Nucleus Fund, which supports the start-up costs of the campaign, has been established with **financial support from the Museum's Board of Trustees to cover pre-construction expenses.**
  - To date, the MOSH Genesis campaign has secured **\$31.8 million in commitments** from individual donors, businesses, and civic funding sources.
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## 5 How long will the project take to complete?

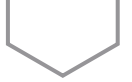
- The project is anticipated to take **three years, starting with pre-construction site work.**
  - Site work could begin as **early as Q1 2022**, following all necessary site approvals through the Downtown Investment Authority.
  - MOSH could open at its new site as **early as 2025, based on current projections.**
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## 6 Who will design the new MOSH?

- MOSH has engaged **DLR Group as the architect for the new MOSH.**
  - DLR Group was selected through a **competitive process.**
  - DLR Group has partnered with **kasper architects + associates**, a Jacksonville-based architecture firm and **SCAPE**, a New York-based landscape architecture firm on the project.
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## 7 What is the plan to ensure sustainability for the new MOSH?

- The new Museum will **increase existing revenue streams and create new opportunities** to secure both contributed and earned income.
  - The Museum will be designed to **accommodate new technologies and larger exhibits than its current facility can support**, which will attract a broader regional audience of tourists, researchers and lifelong learners of science and humanities.
  - Integration with the City's plans to activate Downtown's Northbank and engage with 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.**
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## 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.**
- The new MOSH will **contribute to Jacksonville's growth, capacity and reputation** as a regional center for education, innovation, entrepreneurs and community engagement.
- The vision outlined in the MOSH Genesis campaign **elevates Jacksonville as an attractive destination** to a regional community of lifelong learners.

## 9 Who is leading the effort?

- Under the leadership of MOSH CEO, Bruce Fafard, the Museum is **prepared to fulfill the promises of MOSH Genesis: A New Vision for Downtown's Northbank.**
- A Campaign Cabinet of local philanthropists and business leaders, **chaired by Jill Davis and MOSH Board of Trustees Chair Christian Harden**, is directing the campaign and donor strategy.
- The Museum's Board of Trustees is at the forefront of the leadership campaign for MOSH Genesis 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 **Inspire Philanthropy** to consult with the above-named groups to see MOSH Genesis through to **successful completion.**

## 10 How can I help?

- You can learn more by contacting the Museum's development team. **Call Kaye Glover at (904) 396-6674, ext. 223 or email her at [kglover@themosh.org](mailto:kglover@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 Genesis: A New Vision for Downtown's Northbank by making your donation at **[themosh.org](http://themosh.org).**

