

CAMPAIGN FOR THE SOUTH FLORIDA MUSEUM

CONNECT.

CREATING PATHWAYS

Update: May 2016

From the Campaign Chair

We have made great progress in nearing completion of the Museum's *Connect* Campaign, but we are not there yet! Having raised \$11.2 million, we are very close to reaching our initial goal of \$12 million for the first set of priorities in the Master Campus and Programming Plan. I heartily thank everyone who has invested in this very exciting work, which is helping us create even more inspiring and unique experiences for Museum visitors and area students.

The Manatee County Tourism Development Council (TDC), in conjunction with the Bradenton Area Convention and Visitors Bureau, has made an incredible gift of \$1 million, which recognizes the Museum's economic impact as the most popular cultural attraction in Manatee County. We are extremely grateful for the support that is allowing us to expand and enhance the services we provide to our visitors, including more than 11,000 schoolchildren from 12 surrounding counties we serve annually.

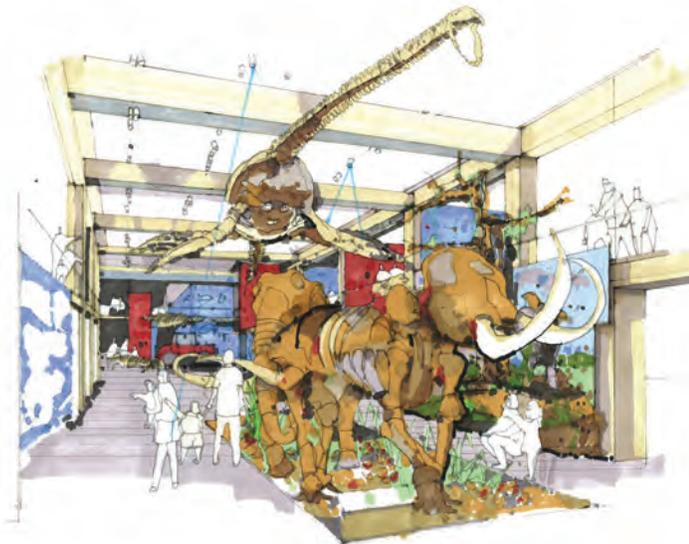
The "dream team" bringing our vision to life, Doug Mund Design, Fawley Bryant Architects and Willis Smith Construction, has completed schematic design for the Campus and is now refining details to pave the way for construction documents. Doug is an exceptional museum architect and exhibit designer with international accomplishments, the Fawley Bryant team brings incredible experience, knowledge of downtown Bradenton and creativity to the project and Willis Smith Construction, which is providing construction management services, has the most museum experience of any firm in the area. It is very exciting to see the designs take shape after a period of "invisible" planning.

Another area of major progress is with the innovative *Pathways* program. We are integrating technology into the Museum experience for our guests and for students. We have created a prototype of *Pathways* and we are testing the technology and evaluating how students use it. We are starting with the student version because, when finished, it will not only be a new learning tool for children, but also a way for teachers to document learning during field trips, making Museum visits an even more valuable classroom resource.

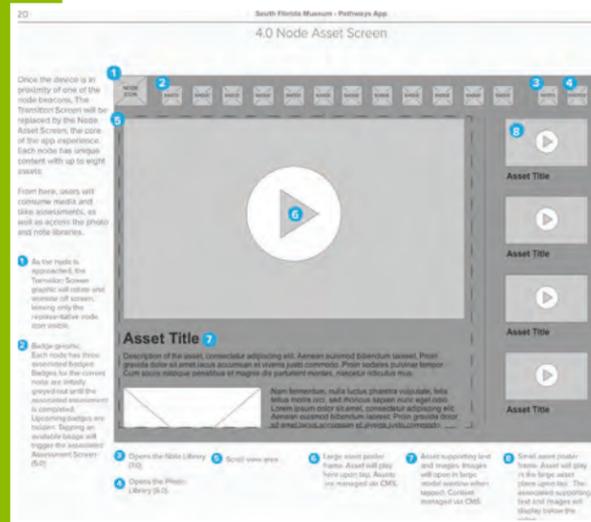


We are excited to share all of these developments with you. Please come by and see us — we'll take you from meteorites to the moon!

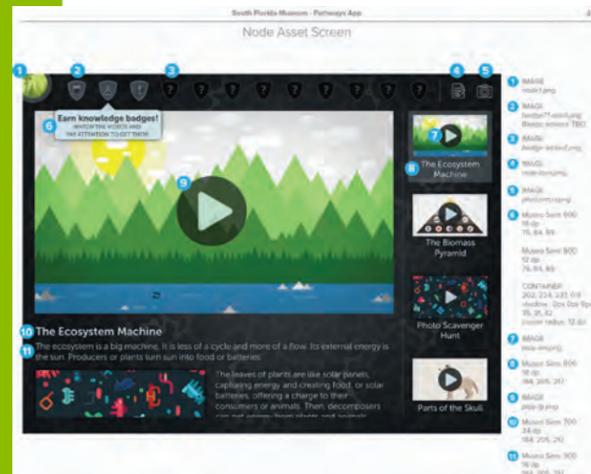
William Blalock
Connect Campaign Chair



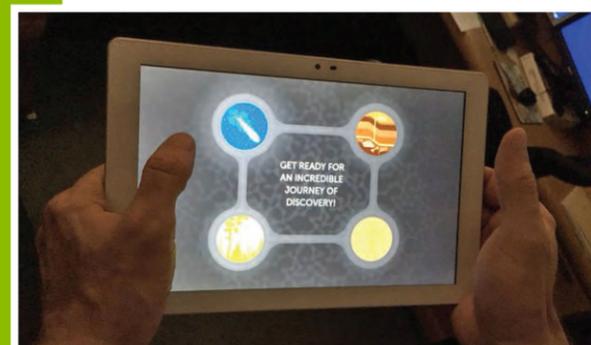
Pathways: Connecting you to the Museum of the Future



Pathways is a new concept developed by the South Florida Museum, so we have to build the technology from scratch.



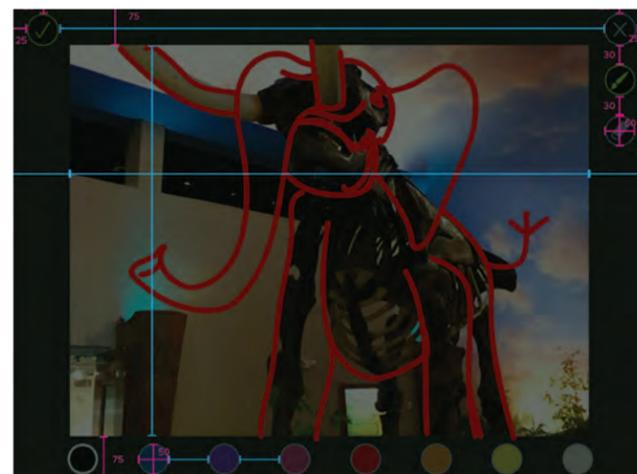
Pathways lets kids — and adults — explore the Museum like never before. You can even earn electronic badges to show how much you know!



There are some 60,000 objects in the South Florida Museum's permanent collections. Every single one of these objects has multiple stories associated with it — stories about their history, the science behind them, their cultural uses and their not-so-obvious connections to other objects. Right now, the Museum can't share all of those stories with you. There's simply not enough space on the traditional labels used to interpret exhibitions. But what if we *could* share all of those stories with you? *What if you could select what you wanted to learn about, based on your interests?* And what if you could select a different set of stories each time you visited the Museum, allowing you to see our objects from a whole new perspective, each and every time you came?

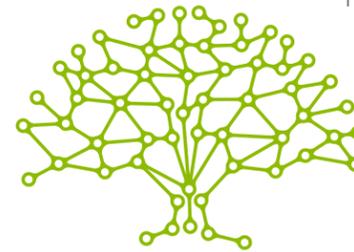
To make this new kind of museum experience possible, we are creating *Pathways*: innovative, technology-assisted journeys through the Museum that provide you access to all of our objects' stories, connecting them into an ever-expanding library of mini-tours from which to choose. *Pathways* will transform the way you use the Museum, as well as the way we use the Museum with students, allowing us to customize field trips for grade levels and topics, while using *Pathways* technology to immediately measure students' learning success.

We believe that this exciting new and dynamic way of exploring our scientific, historical and cultural collections will transform school learning experiences and encourage all of our guests to visit again and again. By the time you read this, we will have started piloting and testing *Pathways* with 4th graders. We can't wait to hear what they have to say and we can't wait for you to experience *Pathways* for yourself.



Pathways allows you to snap pictures, draw and take notes on them, then send them to your teacher or post them on social media.

Connect Campaign Goal: \$12 million



The South Florida Museum is expanding with new exhibitions, programs and spaces to explore new ideas, serve new audiences and connect with the Riverwalk as an anchor in Bradenton's reinvigorated downtown. New experiences for our visitors will rely on creative interpretations, engaging storytelling and new technologies that will connect visitors to the world around them like never before. The *Connect* Campaign will fund the first set of priorities outlined in the Master Campus and Programming Plan. These initial priorities are expected to cost \$12 million. To date, Museum supporters have generously donated more than \$11.2 million — or 93 percent — toward this initial goal!

To learn more about the *Connect* Campaign or the complete Master Campus and Programming Plan, please contact Martha Wells, Director of Community Engagement, at 941.746.4131, ext. 135, or MWells@SouthFloridaMuseum.org.

Major Campaign Components

The Mosaic Backyard Universe (MBU)

A new early learning resource for the region, the MBU is a new wing of the Museum that provides kids ages 2-8 and their families with opportunities to explore and understand the world around them in a familiar setting: a typical backyard. Indoor and outdoor components will total more than 5,000 square feet. The MBU will allow investigation and interaction with the simple wonders of nature — rocks, soil, water, weather, seasons and living plants and animals. Active discovery and exploration of the connections and interactions between the earth, water, air and life will inspire curiosity, make learning fun and lay the foundation for further investigation in our Planetarium, Museum and Aquarium.

The Commons

A new lobby/gathering space connecting the Mosaic Backyard Universe to the rest of the Campus will also create a meeting location for public programs and school groups — addressing a community need for a larger public venue. A new Museum store and café will also be in this area.

Aquarium Upgrades

Much has been learned about caring for manatees since the Museum joined the Manatee Rehabilitation Partnership in 1998 and physical upgrades to the Aquarium are needed. New holding pools for rehabilitating manatees including upgrades to the life support and HVAC systems, work spaces for staff, and a receiving area for food delivery and manatee transfers will enhance the Museum's ability to care for sick and injured manatees as well as Snooty. Most of the improvements will not be visible to Museum visitors.

Exhibition Space Renovations

Renovations will further connect the ideas and assets of the Museum, building on the current foundation. Many exhibitions will be updated, new areas developed (a Hall of Planet Earth, a Florida Geology Gallery), more of the collection brought out on display (including the Bradenton Mammoth), better illustrating the stories of our universe, Earth, life, human development and ecosystems. New exhibits will be created in ways to allow for updating and moving them so we can easily incorporate new scientific developments.

Pathways

Our innovative new *Pathways* Program will marry our physical spaces with our intellectual capital, integrating technology into the Museum experience for our guests and for students, allowing customization for themes, grade-levels and learning styles. This revolutionary program will transform the way visitors experience the Museum and provide new ways to evaluate student learning and visitor experiences.

Planetarium Technology Upgrades

State-of-the-art, world-class upgrades to the Planetarium's hardware, software and projection systems, make it the region's premier astronomy education facility with stunning new multimedia capabilities.

Relocation of Administration, Education and Facilities Departments

New behind-the-scenes spaces on the second floor will allow for the expansion of public exhibit areas that help enhance the visitor experience.

Donor Profile: Helping the Garden Grow

We're pleased to announce that the Founders Garden Club of Sarasota has provided a \$25,000 donation to support the Mosaic Backyard Universe as the Club's Community Signature Project for 2016-2017. Each year, Club members raise funds to support a community project, voting to choose one that embodies conservation, civic beautification and education. The Mosaic Backyard Universe, a new children's wing of the Museum, will include a seasonally changing garden where kids can connect with the simple wonders of nature as they explore how living things interact.

"Part of the mission of Founders Garden Club of Sarasota is to foster education regarding conservation and preservation of natural resources and to support activities in support of these objectives," said Lee Ann Gladding, who co-nominated the Backyard Universe to be the Club's Signature Project. "The expansion plans of the South Florida Museum — and particularly the proposal for the children's Mosaic Backyard Universe — were so exciting, so inspiring and so in keeping with our own philosophy that it was a natural to present for Club approval for our annual Signature Award. The merits of the project, with its emphasis on experiential learning for children, on connectivity in nature and the pervasive influence of our natural resources, were endorsed by the Club members and we look forward to the groundbreaking and the fruition of this extraordinary endeavor."



Garden Club members Marlene Blalock (left) and Lee Ann Gladding (right), pictured here with Museum Education Director Jeff Rodgers, co-nominated the Backyard Universe to be the Club's Signature Project.



Connect Campaign Donors

"As Chairman of the South Florida's Museum's *Connect Campaign*, I would like to thank everyone who has made a gift in support of the Campaign. These gifts will help us expand, innovate and create the new Museum — investments that will help us create even more inspiring experiences for Museum visitors."

—William Blalock

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| John and Dorothy Alexander Trust | Col. and Mrs. James A. Fraley, Jr. | Mr. and Mrs. John Rice |
| Anonymous | Frank E. Duckwall Foundation | Ms. Teri Roberts |
| Ms. Sylvia Barber | Mr. and Mrs. Joe Gigliotti | Mr. and Mrs. Chris Romine |
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Founders Garden Club of Sarasota



Taking Us Into the Future: The Dream Team

Our ambitious Master Campus and Programming Plan positions the Museum as a regional leader in the museum field and focuses on creating new, dynamic experiences for all of our visitors while enhancing the size, scope and beauty of our public spaces. “We’re excited to announce that we have finalized the team that will help us with our transformation from a well-loved cultural institution into an even more exciting and innovative hub for learning and exploration,” said Brynne Anne Besio, Museum CEO. “The expansion and renovations will enhance the services we already provide to the community and to the Gulf coast region — to its beauty, to its economy, to its cultural assets and to residents, visitors and our many educational partners.”

Meet the Team

“We are incredibly happy and proud to have assembled this team,” says *Connect* Campaign Chair Bill Blalock, a longtime Museum Trustee. “We solicited proposals from architects around the country and found two with complementary strengths. We asked Doug Mund, the late Rick Fawley and Fawley Bryant Architects if they would consider working together. Fortunately for us, they liked the idea of working in partnership, demonstrating their enthusiasm for innovation from the start. With Willis Smith in the role of Construction Manager at Risk, we’ve created a team that will help build something that Bradenton — and all of Southwest Florida — can be proud of.”

Fawley Bryant Architects, the architect of record, will manage and lead all phases of design and assist in construction administration with the construction manager. With offices in Bradenton and Sarasota, Fawley Bryant creates extraordinary projects by bringing together a unique variety of people, services and technology that help clients do what they do better in smarter and more beautiful spaces.

Doug Mund of dmdg2 owns the nationally respected firm that is focused on designing museum spaces that help fulfill each individual organization’s mission. dmdg2 is expert at creating connections between museums and visitors, making projects relevant and meaningful to the community. Fawley Bryant will support Doug and dmdg2 in the creative process of design for the exterior and interior of the renovated and new building spaces. dmdg2 will provide all exhibit and lighting design.

Willis A. Smith Construction, Inc., is serving as Construction Manager at Risk. This approach allows for the input of crucial constructability knowledge and expertise into the project planning and development process, which provides more accurate cost estimates and scheduling during design. This will allow the Museum to focus on the highest quality while managing costs. Willis Smith, headquartered in Lakewood Ranch, has been managing public and private projects in Manatee County for more than 30 years and has extensive experience with museum construction and renovation. The company has a long-standing reputation for superior construction and offers clients expertise in commercial, industrial, education, healthcare and museum specialty work along with sustainable construction and serves to promote excellence and integrity in construction.



From left: Fawley Bryant President Mike Bryant, Willis Smith President David E. Sessions, South Florida Museum CEO Brynne Anne Besio and Doug Mund, owner of dmdg2.