

FEATURE CENTER UPGRADES



THE OPPORTUNITY

Expand your community impact and annual programming schedule with international traveling exhibitions, holiday events, immersion experiences, function rentals, peak school programs and other attendance boosters in a strategically designed suite of galleries with seasonally-targeted, diversified revenue streams. Our innovative **Feature Center Upgrades** transform one or more adjacent galleries and support spaces ranging from 2,500 to 15,000 SF to operate as a flexible, multi-mode, IT-enhanced set of changing program platforms with compatible infrastructure and a flexible inventory of modular parts. Feature Center specifications, in a selection of categories including LEED-certified, are based on open-source industry expectations for size, height, collection care, security, access, media systems, catering support, etc.

THE IMPACT

Build your museum's relevance, attendance and revenue by converting existing galleries or creating new naming opportunities that empower you to change content and experiences rapidly, effectively and economically. This Delta museum approach has potential for significant return on capital investment—a green way to invest relatively little in building renovations or simple additions that can have a big community impact and be attractive to multiple audiences and funding sources.

YOUR CONTEXT

Every museum will have different priorities among the potential capabilities. Some museums have historic structures. Some have no changing galleries; and others just want to remove obstacles or add infrastructure. Collaboratively, we will develop a programming schedule and economic model (pro forma) for a typical three years of *your* Feature Center, along with associated entrepreneurial ventures.

THE IMPLEMENTATION TEAM

The upgrade process melds the talents of your managers with museum analysis, architectural planning and local code and engineering expertise. The result is an integrated investment in your capacity to serve your community more efficiently, with the assurance of doing it right and in conformance with appropriate museum standards. Our team of top experts includes museum architects **Verner Johnson, Inc.**, as the prime contractor, in collaboration with **White Oak Associates, Inc.**, museum analysts and planners. Working with your management team, our interdisciplinary team will plan, design and— if you wish—produce your Feature Center Upgrade.

THE PROCESS

• **Preliminary Assessment**

If you don't know which spaces you might want to upgrade, we can do an on site *Preliminary Assessment* for \$15,000 which will give you a first look at conversion feasibility and help you decide which spaces could be converted.

• **Feature Center Plan**

Once you know what spaces you want to upgrade, the next step is a *Feature Center Plan*. After researching regional demographics and reviewing other program and leisure options in your market, we will make a site visit and prepare a report that identifies market gaps/opportunities; delineates how existing and/or new spaces will become the Feature Center; what it will enable you to offer; how the operating economics could work; and what it will cost to implement. This *Plan* costs from \$80,000 to \$120,000, assuming the spaces to be upgraded are known in advance. A separate, illustrated executive summary for use with potential supporters and naming donors is a useful additional option.