



# THE FINGER LAKES MUSEUM

---

INTERPRETING & PRESERVING THE  
FINGER LAKES FOR ALL GENERATIONS

# SUMMARY OF PRESENTATION

- Vision, Mission & Purpose
- Why Keuka/Jerusalem?
- Market
- Product
- Leadership & Organization
- Business Case
- Benefit
- Working Together (MOU)



# VISION, MISSION & PURPOSE

- Vision/Mission
- Purpose
- Strategic Plan & 2010 Update



Our vision is to enable visitors to explore the natural wonders of the Finger Lakes Region of New York State and its effects on people. This will be accomplished through the creation of a world-class, eco-friendly natural history and cultural center in a natural setting.

1. To educate students, residents, and visitors through educational and research programs; about the unique cultural and natural histories of the Finger Lakes Region.
2. To provide interactive, static, and live species exhibits that accurately depict the cultural and natural histories of the Finger Lakes Region.
3. To collect, organize, maintain, preserve, display, and interpret objects and live species associated with the cultural and natural histories of the Finger Lakes Region.
4. To help students, residents, and visitors appreciate the cultural and natural resources of the Finger Lakes Region and develop programs that would encourage the conservation, preservation, and protection of those resources.

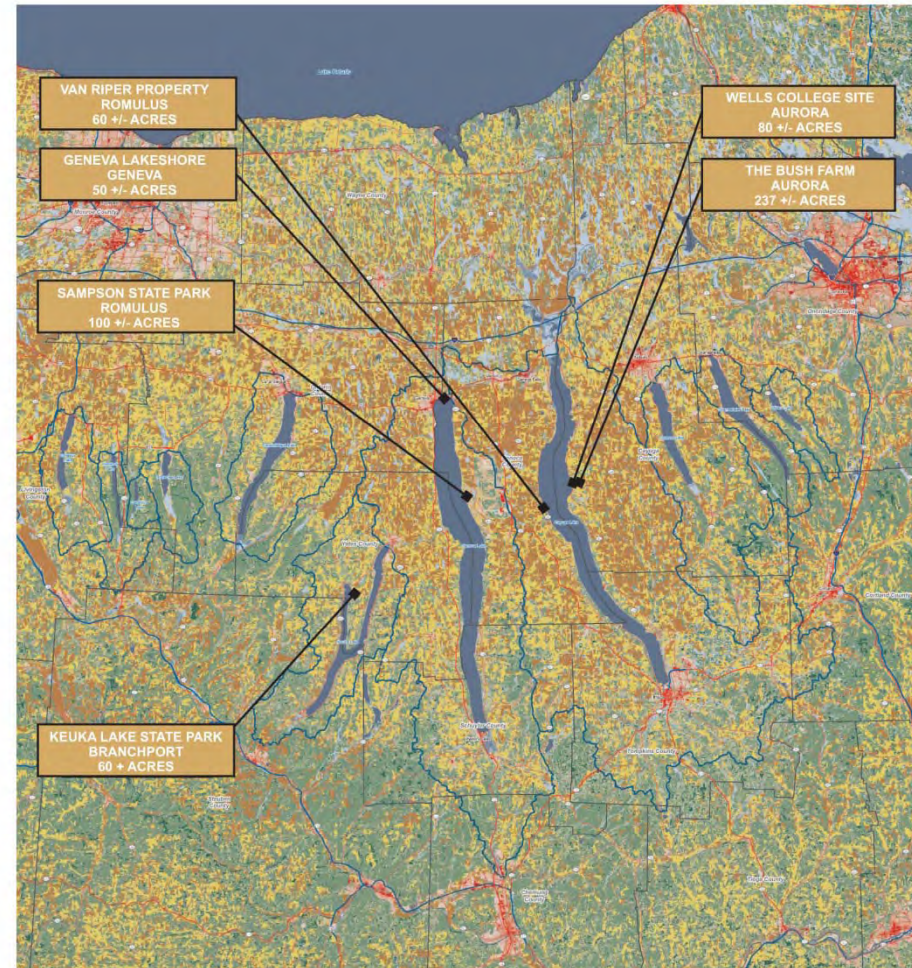


# WHY KEUKA/ JERUSALEM?

- Site Selection Process
- Criteria
  - Finger Lakes Presence +++
  - Accessibility - -
  - Natural Resources ++
  - Visitor Infrastructure -
  - Buildability +
- Conditions
  - Protect the Context
  - Increase Potential for Visitor Experience
  - Requires Critical Mass to Drive the Destination Location (Includes Entire 620 acre State Park, Branchport School, Keuka College Participation & Local Planning Considerations)



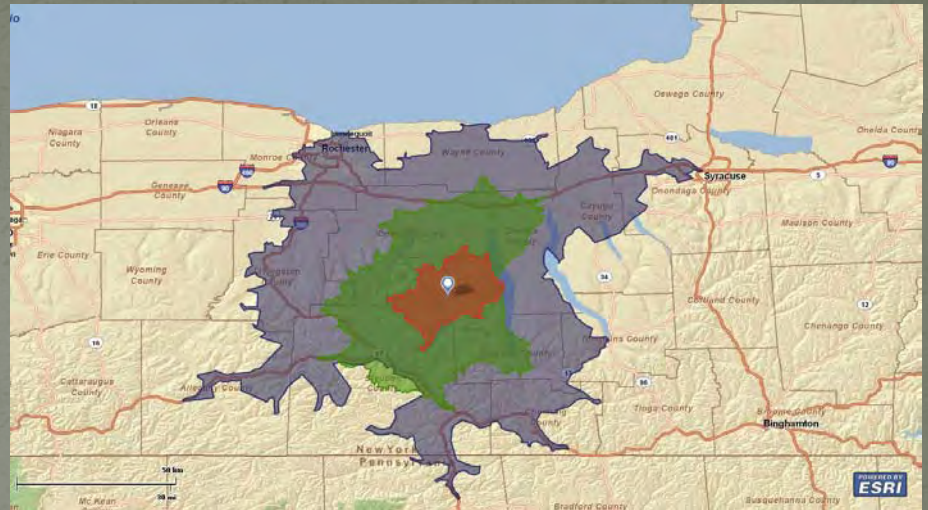
## SITE SELECTION PROCESS Sites Being Invited to Submit Detailed Proposals (9/28/09)



Base Mapping Courtesy of Environmental Design & Research, Rochester, New York

# MARKET

- Resident Market
  - Schools
  - Day Trips
  - Recreational
- Visitor Market
  - Overnight
  - Niche Interest Groups
  - Conference
  - Summer Residents
- Academics



# MARKET

## Point of Origin

|              | <u>Mail Survey</u> | <u>Intercept Survey</u> |
|--------------|--------------------|-------------------------|
| New York     | 27.04%             | 39.39%                  |
| Pennsylvania | 16.84%             | 14.65%                  |
| New Jersey   | 15.79%             | 5.23%                   |
| Ohio         | 9.01%              | 6.57%                   |
| Michigan     | 7.37%              | 4.04%                   |
| Virginia     | 6.32%              | 3.03%                   |

# MARKET

## Demographics

### Mail Survey

### Intercept

Average Age:

48

44-25

Gender:

30% - Male

61% - Male

70% - Female

39% - Female

Education:

83% - College+

87% - College+

Household Income:

69% - Over 60K

N/A

| Generational Group | Age Range | Mail Survey | Intercept |
|--------------------|-----------|-------------|-----------|
| Generation Y       | 4-22      | 0.58%       | 4.30%     |
| Generation X       | 23-43     | 34.10%      | 43.01%    |
| Baby Boomer        | 44-61     | 51.16%      | 43.01%    |
| Silent Generation  | 62-79     | 14.16%      | 9.14%     |
| War Generation     | 80+       | 0.00%       | 0.54%     |

# MARKET

## Top Visitor Activities:

|                     | <u>Mail</u> | <u>Intercept</u> |
|---------------------|-------------|------------------|
| Shopping            | 78.00%      | 47.00%           |
| Driving/sightseeing | 65.00%      | 20.00%           |
| Walking downtown    | 57.00%      | 22.00%           |
| Visit a winery      | 73.00%      | 21.00%           |
| Visit a state park  | 53.00%      |                  |



# FINGER LAKES PRODUCT

- 14 Counties
- 11 lakes
- 9,000 square miles
- 25 state parks
- 1 national forest
- 1 national park
- 1,997,826 –  
population (2000  
Census)
- 800,717 –  
households (2000  
Census)



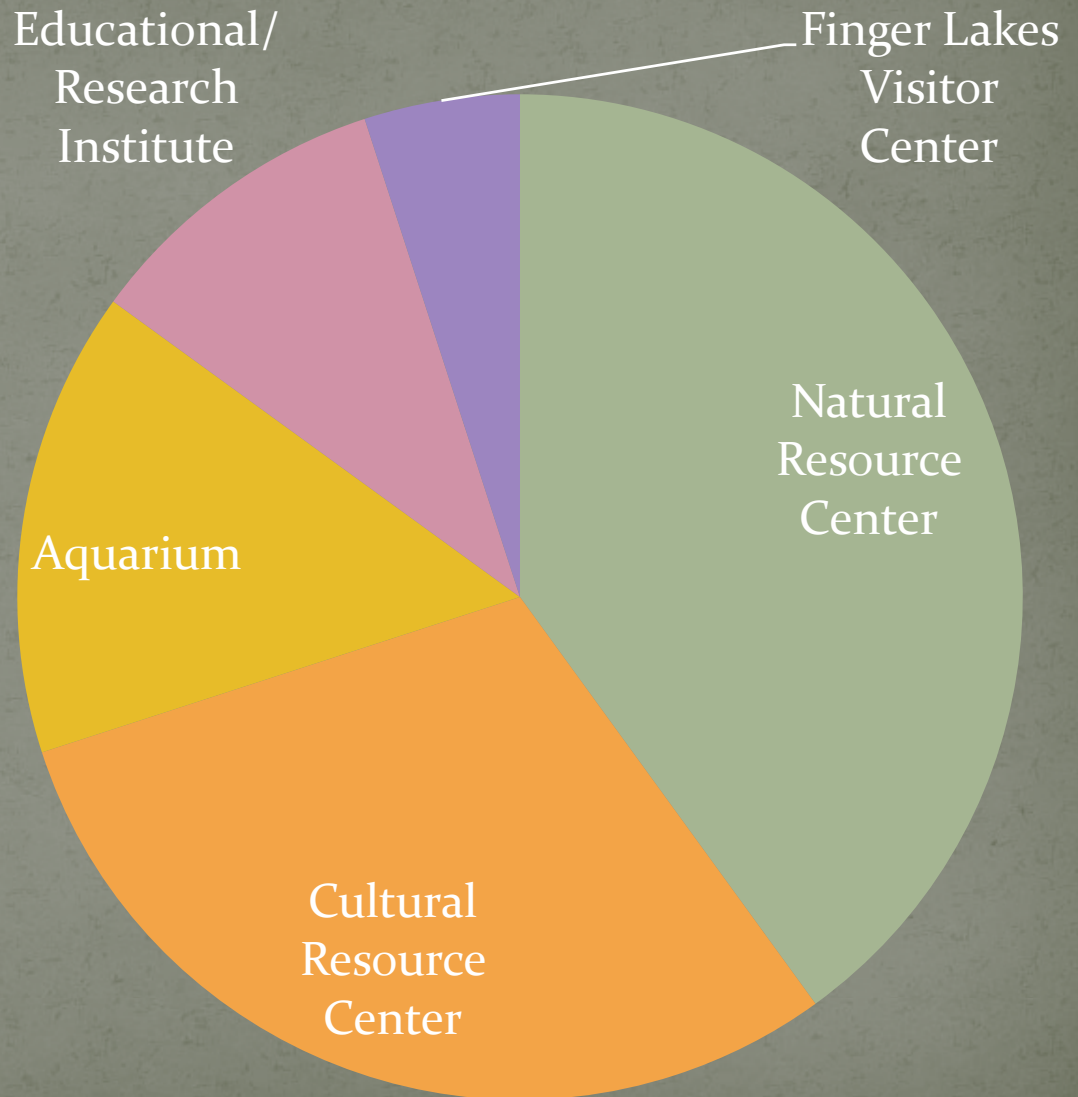
CULTURAL RESOURCES



NATURAL RESOURCES

# MUSEUM PRODUCT

- Type and Mix Yet Undetermined
- Program Committee Guidance & Brainstorming
- Market Research Professionals to Vet Feasibility



# MUSEUM PRODUCT



“INSPIRING FINGER LAKES LANDSCAPE”

CENTRAL TO FINGER LAKES REGION

VARIETY OF RESOURCES

EXTENSIVE HABITAT AREA

HUMAN SCALE - EXPERIENCE ORIENTED

WILLING PARTNERS - KEUKA COLLEGE

KEUKA LAKE STATE PARK

- 620 ACRES MOSTLY UNDEVELOPED
- EXISTING INFRASTRUCTURE
- EX. BEACH, BOATING & CAMPING
- AFFORDABLE CONTROL
- FLEXIBILITY IN DESIGN APPROACHES

BRANCHPORT ELEMENTARY SCHOOL

- 13 ACRES, CREEK & 15,000 SF BLDG.
- IMMEDIATE START-UP LOCATION
- MUSEUM EQUITY



LOCATION

HISTORY IS THE MAKING  
Finger Lakes  
Museum Project  
HISTORY IS THE MAKING

# MUSEUM PRODUCT



**KEUKA LAKE SITE:  
A VISITOR DESTINATION**

**MUSEUM**

PARK MUSEUM CAMPUS  
HAMLET RESEARCH & EDUCATION CAMPUS

**INTERPRETATION**

NATIVE AMERICAN IN UNDISTURBED HABITAT  
COLONIAL SETTLEMENT IN MATURE FOREST  
CAMERA SHOOTING/VIEWING OUTPOSTS  
WETLAND PADDLE (SUGAR CREEK)  
GULLY HIKE  
MENDONITE AGRICULTURE  
VINEYARD  
GHOST WALK  
HISTORIC ARCHITECTURE

**RECREATION & VISITOR SUPPORT**

AMPHITHEATER/EVENT SITE  
BOAT LAUNCH  
TRANSIENT DOCKING  
CRUISE BOAT  
BOAT LIVERY  
CAMPING  
CABINS  
HOSTEL/PARK LODGE  
BRANCHPORT INN/HOTEL  
BRANCHPORT SHOPPING  
COLONIAL PUB & INN

**TRAILS**

VILLAGE TRAIL  
WATERFRONT TRAIL  
HABITAT TRAIL  
KAYAK TRAIL  
SETTLEMENT TRAIL

**OTHER MISSION SUPPORTING**  
BRANCHPORT LAND USE PROGRAM  
HISTORIC PRESERVATION INITIATIVE

**SITE**



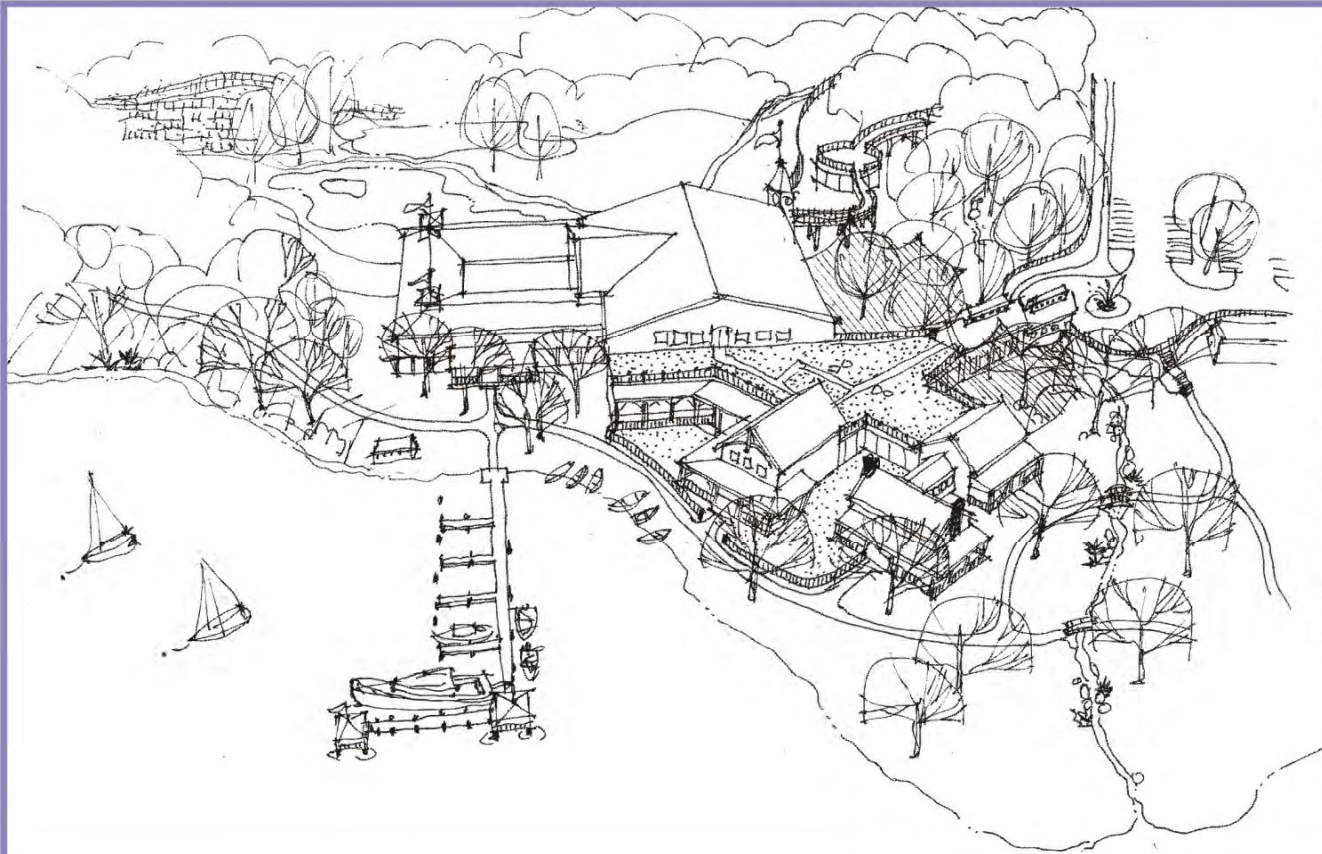
# MUSEUM PRODUCT



PARK MUSEUM CAMPUS



# MUSEUM PRODUCT



## VIEW OF MUSEUM CAMPUS FROM THE WATER-SIDE

SMALL SCALE AT WATERFRONT

MAJOR BUILDING MASS SET INTO HILLSIDE

LOTS OF PORCHES AND OUTDOOR PROGRAMABLE SPACE ON WATERSIDE

ENHANCED STREAM CORRIDOR AS ORGANIZING FEATURE - INCLUDING ELEVATED WALKWAY THROUGH HABITATS

GREEN ROOF

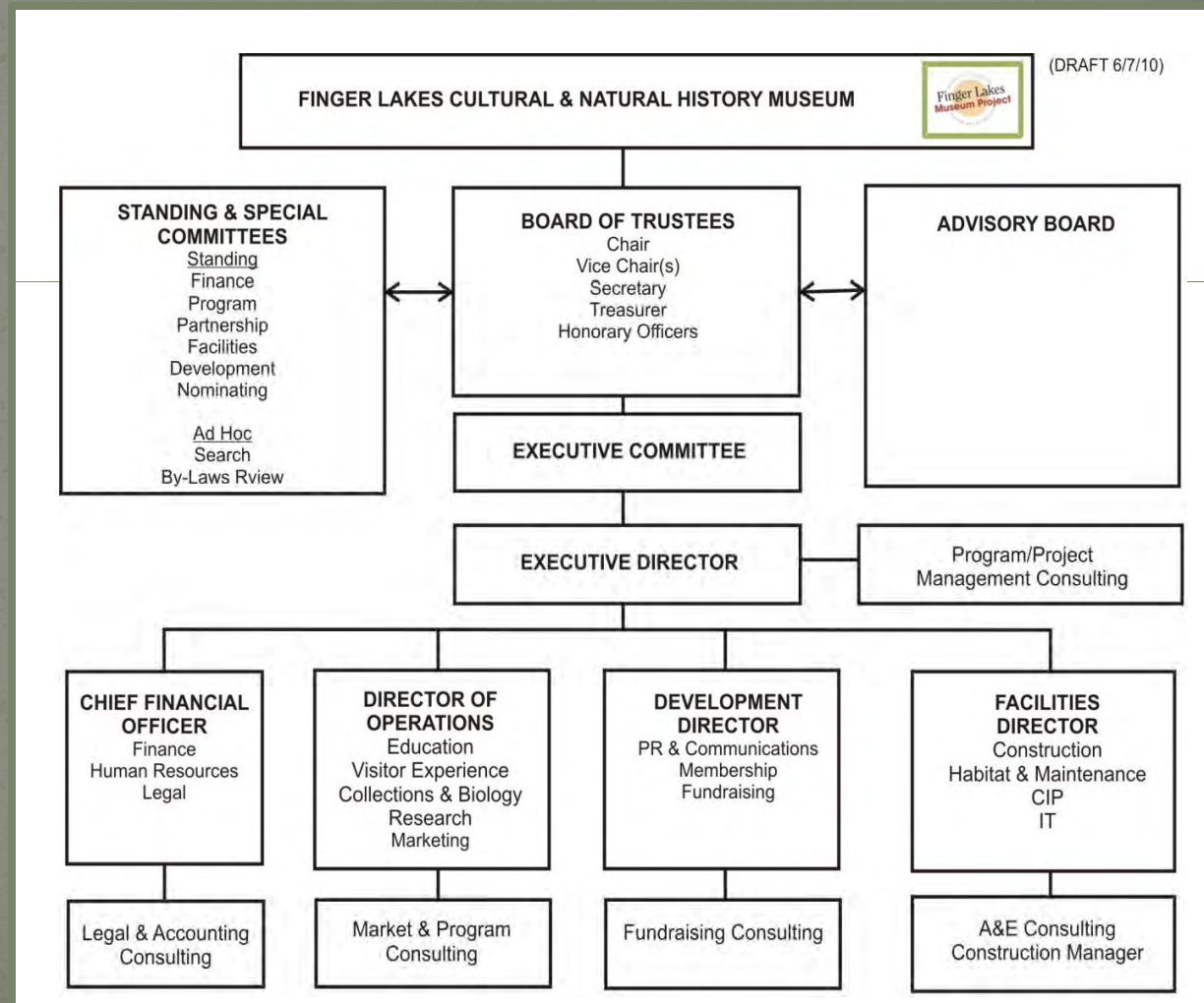
AGRICULTURAL INTERPRETATION HIGH ON HILL

POND AND HABITAT AREA DIRECTLY ABOVE BUILDING

HIGH SIDE OF BUILDING IS THE "WINDOW" TO THE OUTDOOR EXHIBIT AREA

# LEADERSHIP & ORGANIZATION

- History
- Board of Trustees
- Committee Structure
- Staffing
- Partners & Supporters



# BUSINESS CASE

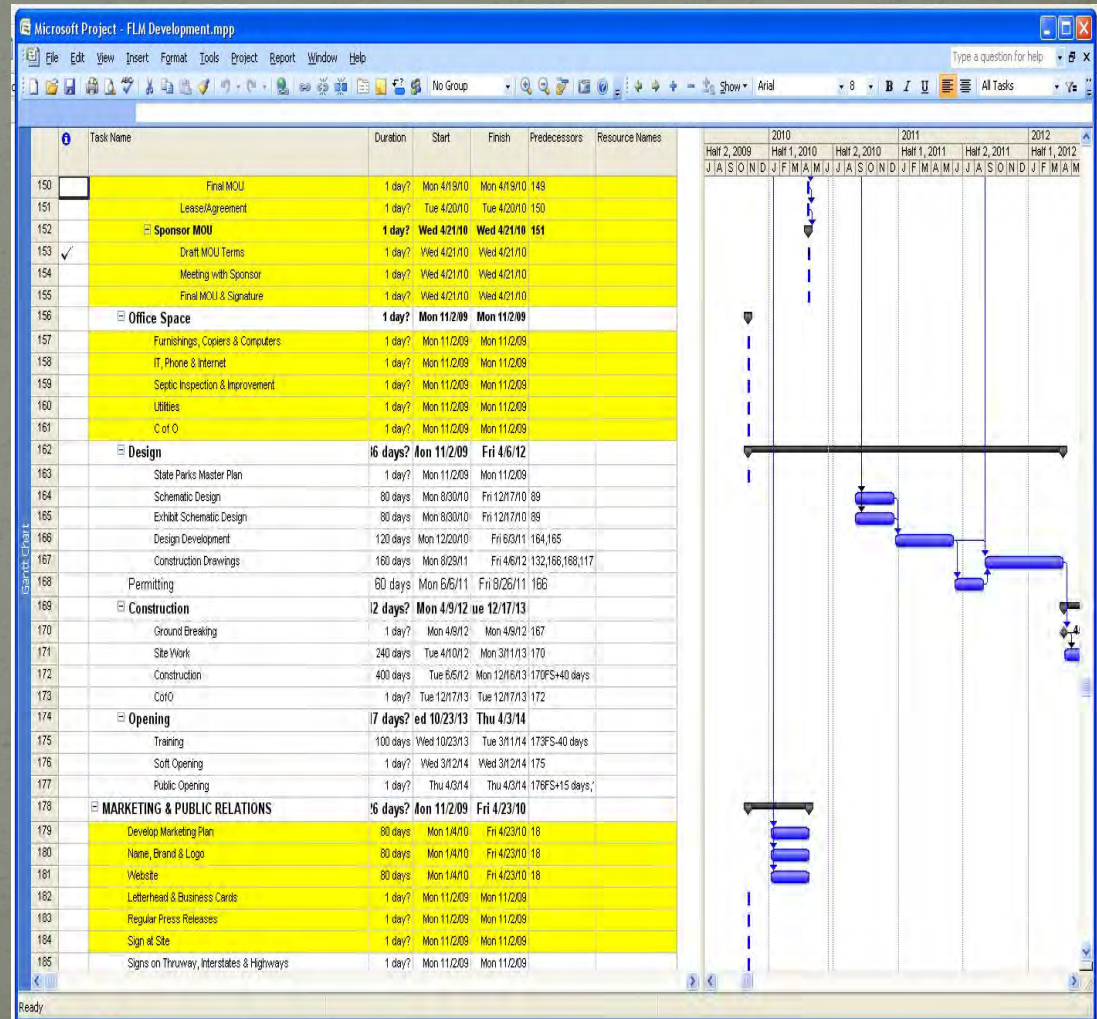
- Project Definition Study
  - Market Analysis
  - Exhibit Design & Final Program
  - Cost Estimating
  - Operating Budget Preparation
  - Public Benefit Projections
- Business Plan
- Funding (Capital, Endowment & Operating)
  - Start-Up Founders Campaign (\$500,000 to \$1,000,000)
  - Private Capital Campaign (Full Project - \$40mm +)
  - Grant Programs





# BUSINESS CASE

- Project Plan
- Milestones
  - 2010 Land Assembly & Planning
  - 2011 Design & Fundraising
  - 2012 Interim Programming
  - 2013 Construction
  - 2014 Opening



# COMMUNITY BENEFIT

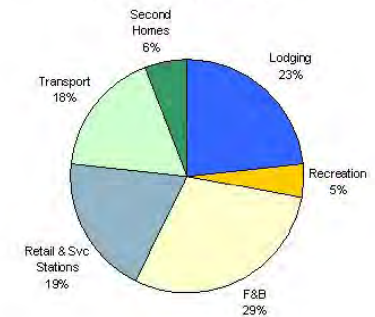
- Education
- Preservation
- Economic Benefit
- Recreation & Entertainment
- Quality of Life



## Finger Lakes, Visitor Spending

- Travelers spent \$2.7 billion in the Finger Lakes in 2008 across a diverse range of sectors.
- Spending at restaurants and for lodging comprised 29% and 23% of the total, respectively.

### Tourism Spending

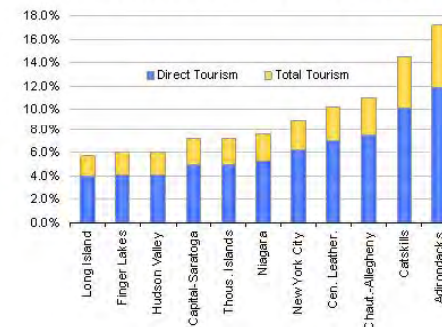


26

TOURISM ECONOMICS

## Reliance on Tourism

### Tourism Share of Regional Employment 2008



- Tourism is an integral part of every region's economy, generating from 6% to 17% of employment.
- Tourism is most important to the Adirondacks and Catskills, generating 17% and 15% of total employment, respectively.

Note: All regional and county tourism shares are calculated using QCEW (ES-202) employment and wage totals as produced by the NYS Dept. of Labor.

18

TOURISM ECONOMICS

# WORKING TOGETHER (MOU)

- Political Support for State Parks Agreement
- Joint Grant Procurement Strategy
- Create a Destination Attraction, Educational Facility and Recreation Amenity in “Green” Fashion
- Control of Pepper Road ROW
- Branchport School Occupancy & Future Development
- Explore Public Sewers and Determine Viability
- Multi-Use Trail Connections
- Preservation & Stewardship Planning
- Hamlet, Trail & Public Realm Plan

