THE FINGER LAKES MUSEUM New York

INTRODUCTION

- Vision
- Market
- Product
- Leadership & Organization
- Work Plan
- Current Activities

We don't inherit the earth from our ancestors, we borrow it from our children.

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VISION





Our vision is to create a world-class, eco-friendly museum in a natural setting that provides interesting educational experiences and entertainment for visitors to the region and area residents. The museum will encourage and help facilitate further visitor exploration of the many other cultural and natural history venues in the Finger Lakes Region. It will be nationally recognized as a leader in education, land & water conservation, preservation and in providing meaningful leisure experiences.

NATURAL HISTORY

CULTURAL HISTORY

PARTNERSHIPS

AQUARIUM

MARKET

Our Resident Market:

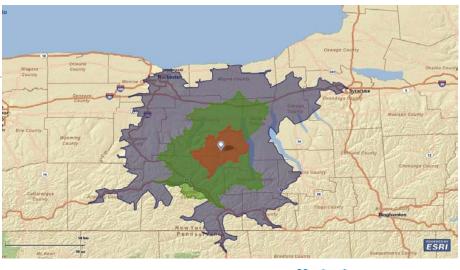
- Schools
- Day Trips
- Recreational
- Summer Residents

Our Visitor Market:

- Existing Visitor Base
- Niche Interest Groups
- Conference
- Kids & Families
- Seniors

Our Global Market:

- Academics
- Internet Explorers
- Remote Benefactors







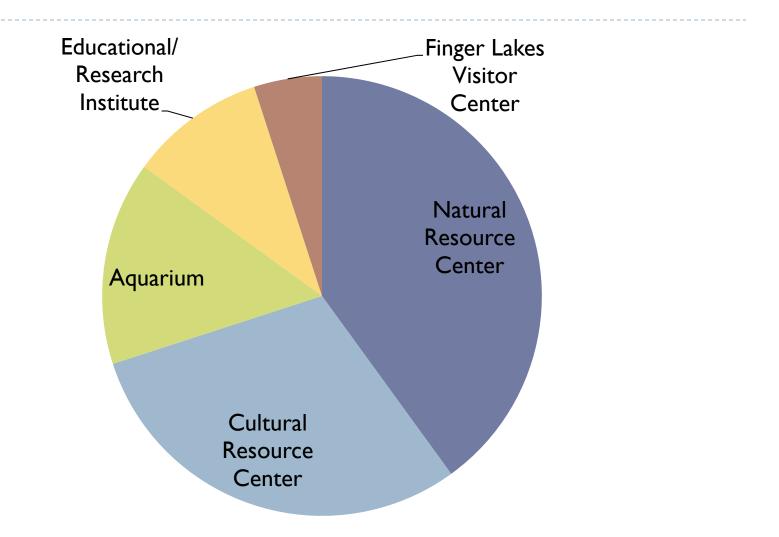
PRODUCT "A"

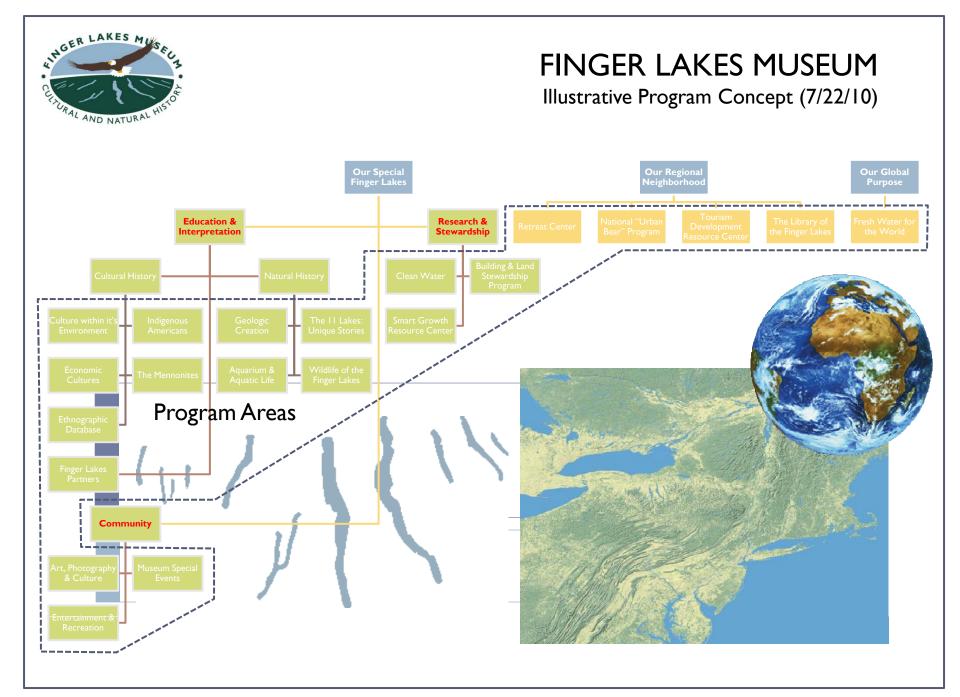
- 14 Counties
- 11 lakes
- 9,000 Square Miles
- 25 State Parks
- I National Forest
- I National Park
- Museums & Destination Attractions
- I,997,826 Population (2000 Census)
- 800,717 Households (2000 Census)

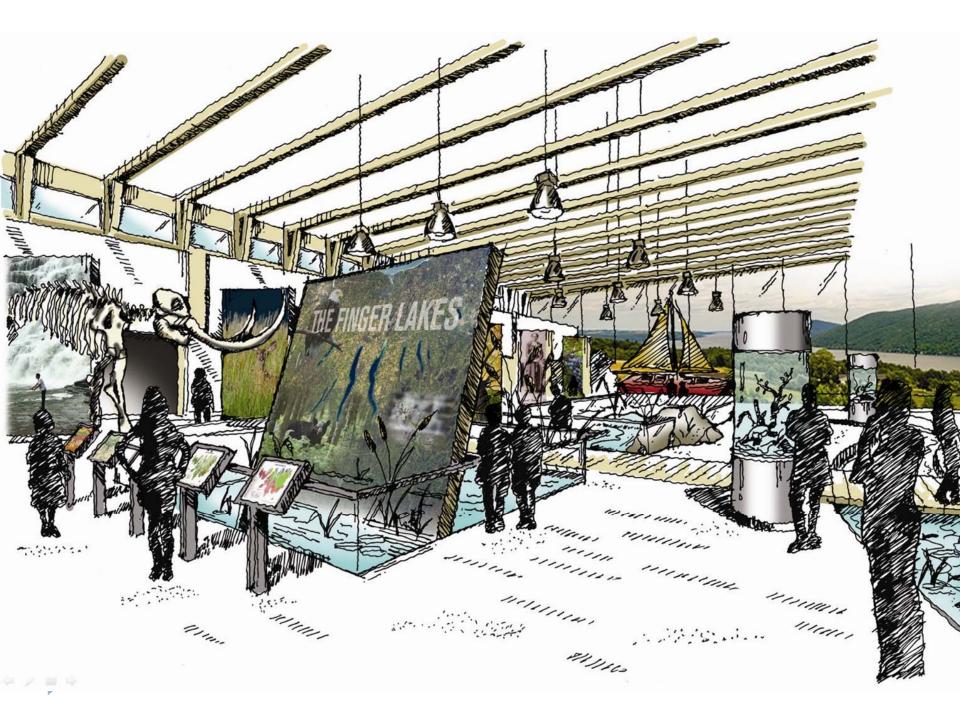


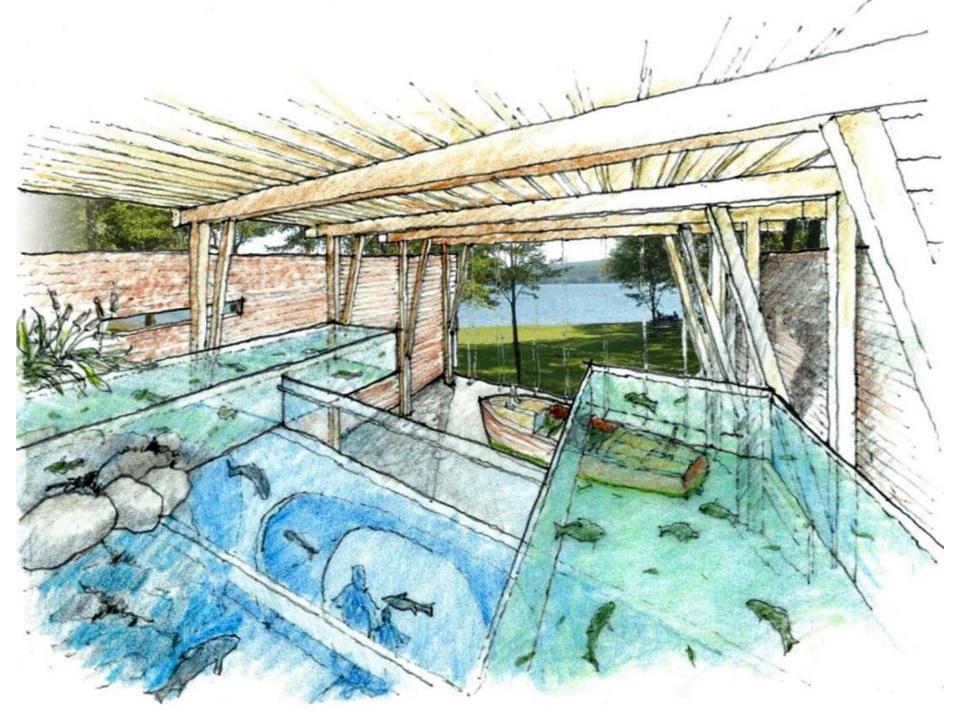


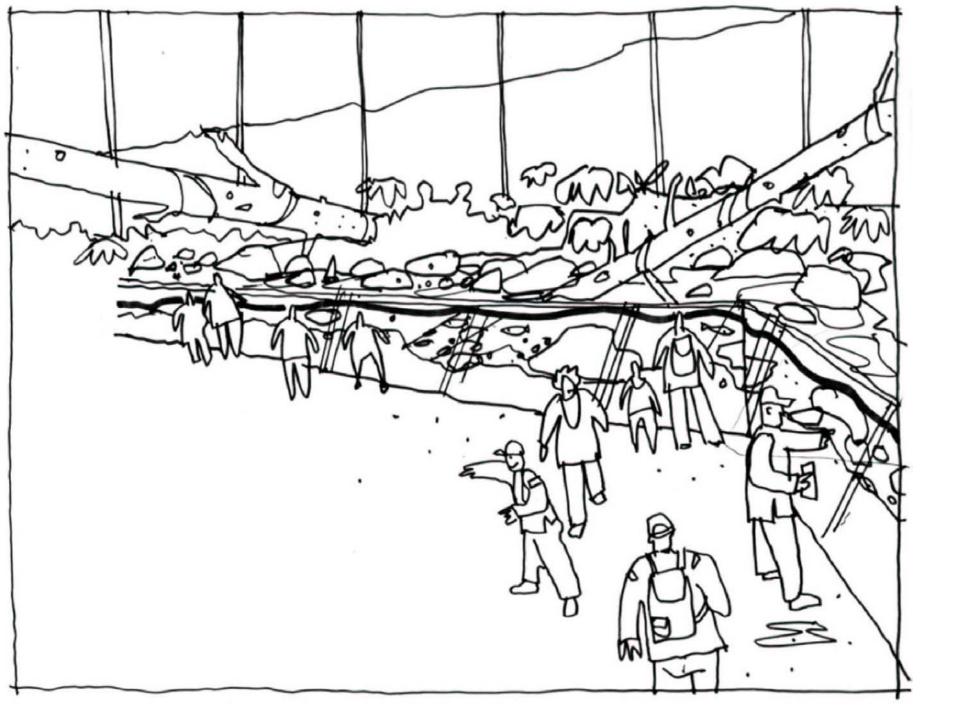
PRODUCT "B": CONCEPTUAL MUSEUM PROGRAM

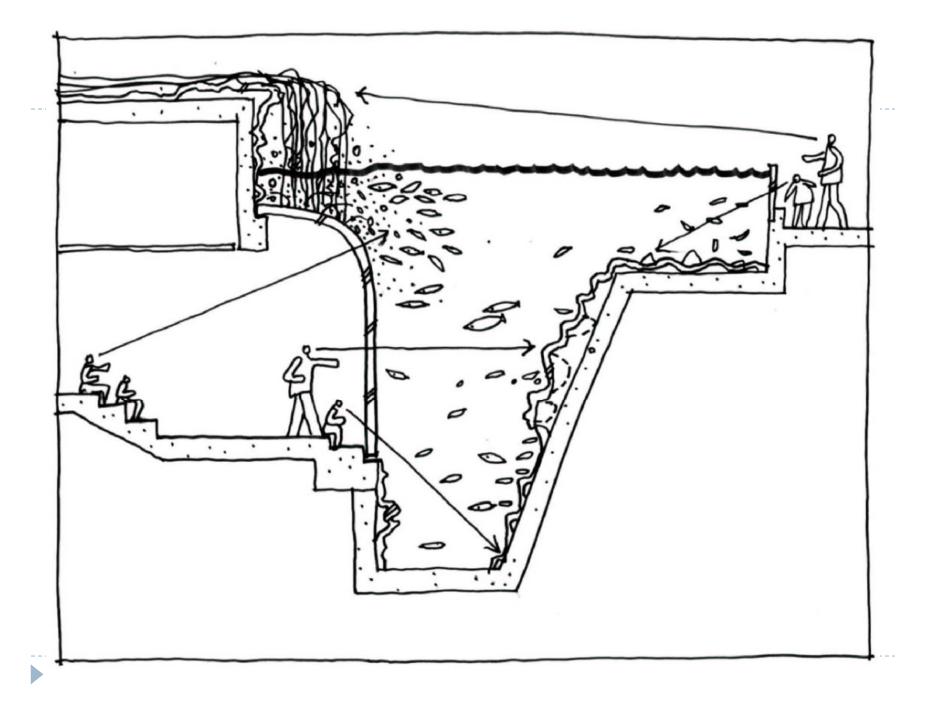


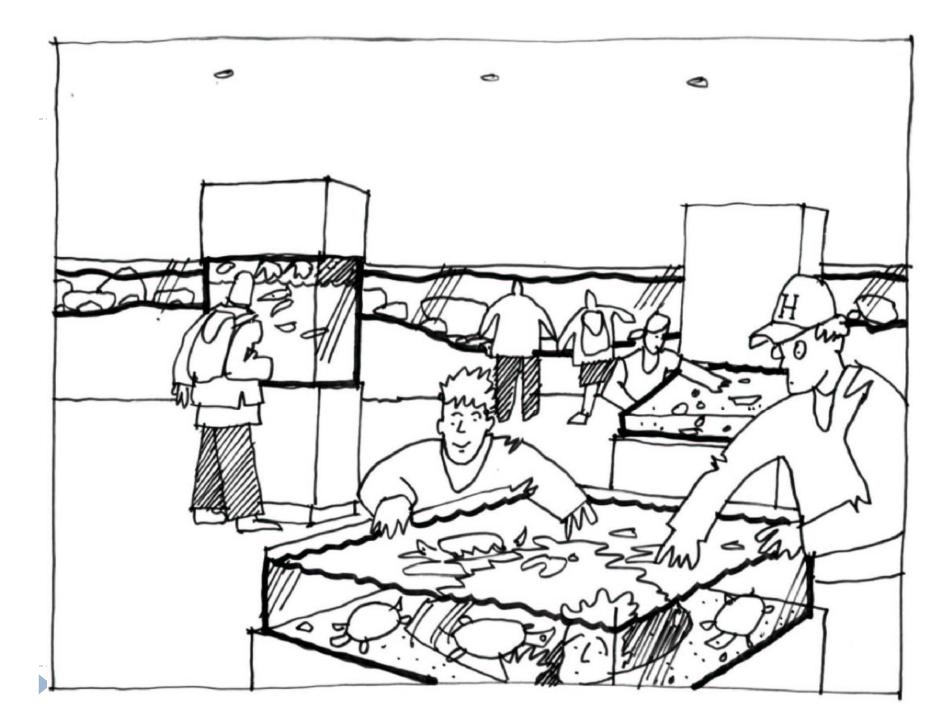


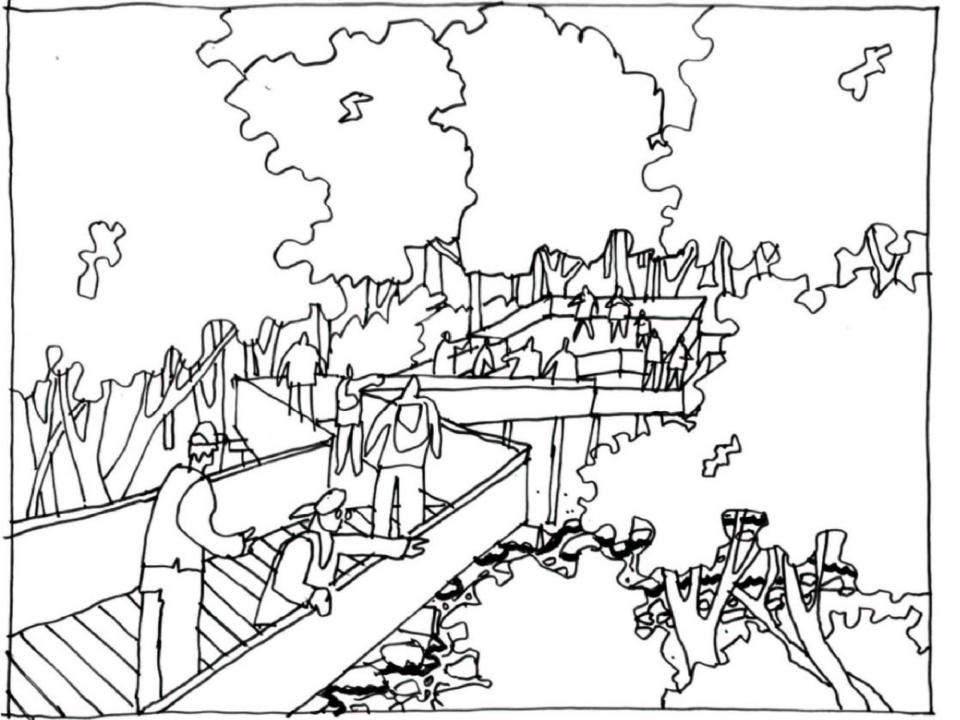




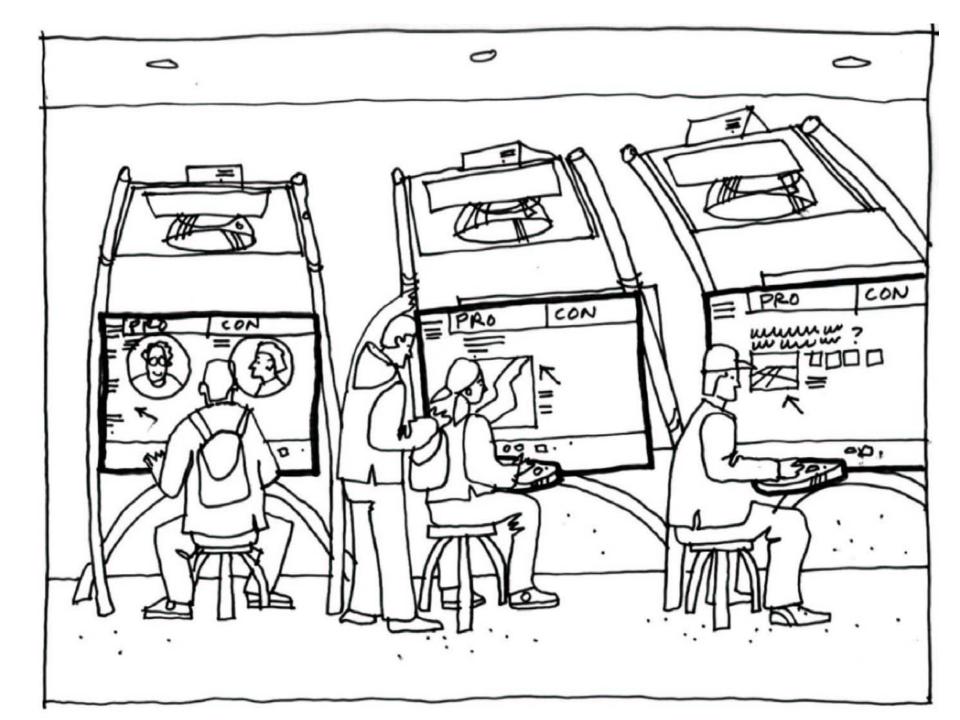


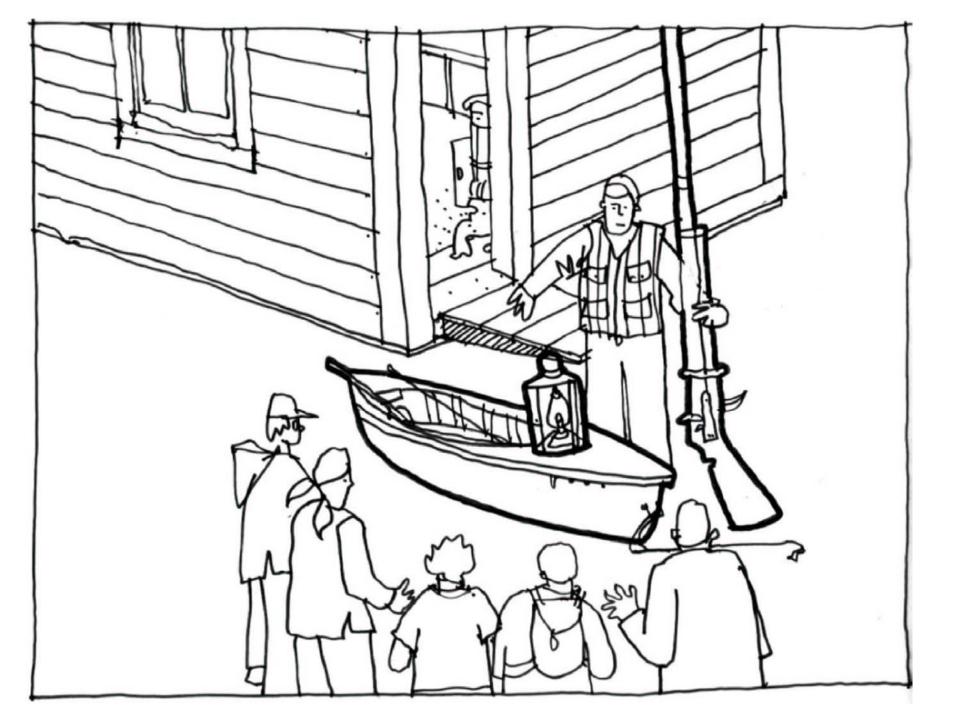








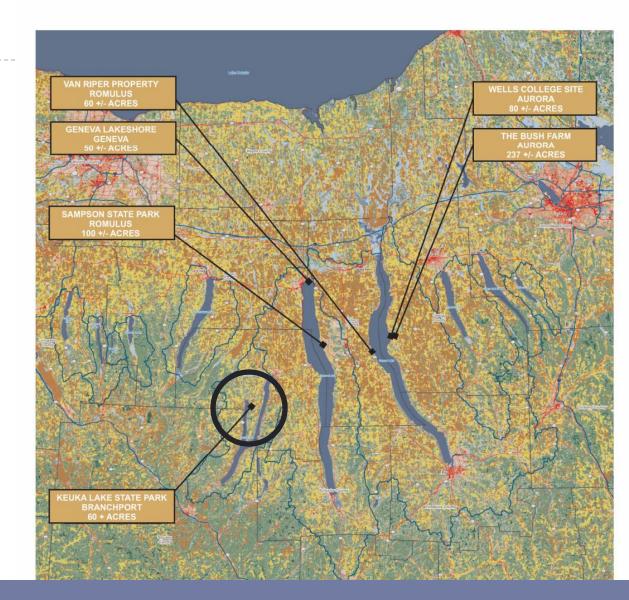




SITE SELECTION PROCESS Sites Being Invited to Submit Detailed Proposals (9/28/09)

LOCATION

- SelectionCriteria :
 - Finger LakesPresence
 - Accessibility
 - Natural Resources
 - Visitor
 Infrastructure
 - Buildability



MUSEUM SITE









"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

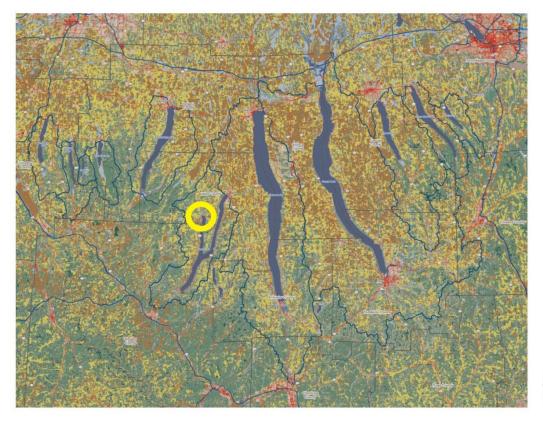
BRANCHPORT ELEMENTARY SCHOOL

• 13 ACRES, CREEK & 15,000 SF BLDG.

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- · IMMEDIATE START-UP LOCATION
- MUSEUM EQUITY



CONCEPTUAL MUSEUM APPROACH



MUSEUM

PARK MUSEUM CAMPUS HAMLET RESEARCH & EDUCATION CAMPUS

INTERPRETATION

NATIVE AMERICAN COLONIAL SETTLEMENT CAMERA SHOOTING/VIEWING OUTPOSTS WETLAND PADDLE (GUYANOGA CREEK) GULLY HIKE MENNONITE AGRICULTURE VINEYARD GHOST WALK HISTORIC ARCHITECTURE

RESEARCH & RECREATION

AMPHITHEATER/EVENT SITE BOAT LAUNCH TRANSIENT DOCKING RESEARCH/CLASSROOM BOAT BOAT LIVERY CAMPING CABINS ELDERHOSTEL/PARK LODGE BRANCHPORT INN/HOTEL/SHOPPING

TRAILS

VILLAGE TRAIL WATERFRONT TRAIL HABITAT TRAIL KAYAK TRAIL SETTLEMENT TRAIL

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

LE OPPORTUNITY

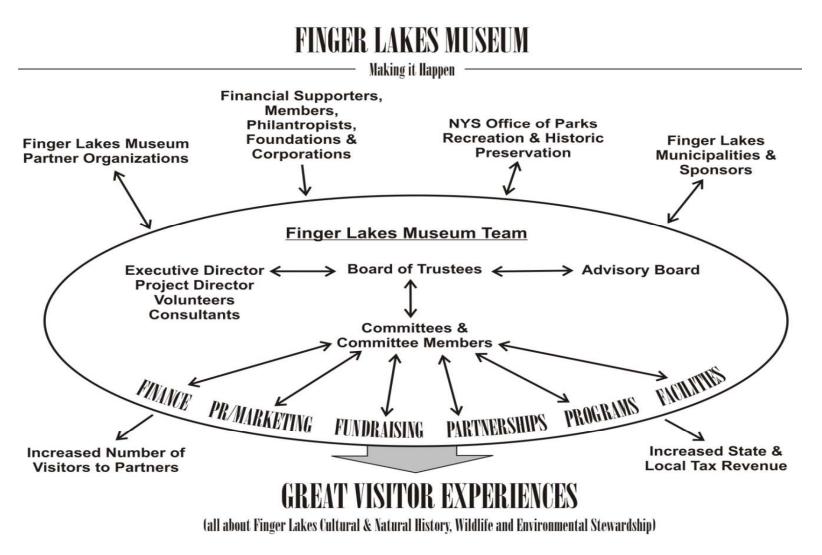


MENTORS & CASE STUDY

The Wild Center, Tupper Lake

The Adirondack Museum, Blue Mountain Lake

LEADERSHIP & ORGANIZATION



WORK PLAN...

- Detailed Project Plan
- General Milestones:
 - 2010 Land Assembly& Planning
 - 2011 Business
 Planning, Design &
 Fundraising
 - 2012 Interim
 Programming,
 Permitting &
 Groundbreaking
 - 2013 Construction
 - > 2014 Opening

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0	Task Name	Duration	Start	Finish	Predecessors	Resource Names	Half 2, 2009	2010 Half 1, 2010	Half 2, 2		lf 1, 2011	Half 2, 2011	2012 Half 1, 2
0	Final MOU	1 day?	Mon 4/19/10	Mon 4/19/10	149		JASONE	JFMAM	JJAS	ONDJ	FMAMJ	JASONI	JFM
1	Lease/Agreement	1 day?											
2	Sponsor MOU		Wed 4/21/10										
3 🗸	Draft MOU Terms	1 day?						i					
4	Meeting with Sponsor		Wed 4/21/10	Wed 4/21/10				1					
5	Final MOU & Signature		Wed 4/21/10					1					
6	Office Space		Mon 11/2/09										
7	Furnishings, Copiers & Computers	1 day?					i i						
3	IT, Phone & Internet	1 day?		Mon 11/2/09									
3	Septic Inspection & Improvement		Mon 11/2/09										
)	Utilities		Mon 11/2/09										
1	CotO		Mon 11/2/09										
2	🗆 Design		Aon 11/2/09				- i - i			_		_	
3	State Parks Master Plan	1 day?											
4	Schematic Design	80 days							4				
5	Exhibit Schematic Design	,	Mon 8/30/10						¥				
6	Design Development		Mon 12/20/10	Fri 6/3/11									
7	Construction Drawings		Mon 8/29/11		132,166,168,117	,						-	
3	Permitting		Mon 6/6/11								Ł		
3			Mon 4/9/12										
)	Ground Breaking	1 day?											
	Site Work	240 days		Mon 3/11/13									
2	Construction	400 days			170FS+40 days								
3	CofO		Tue 12/17/13										
4	🗆 Opening		ed 10/23/13										
5	Training				173FS-40 days								
6	Soft Opening		Wed 3/12/14										
,	Public Opening	1 day?			176FS+15 days,	,							
3	MARKETING & PUBLIC RELATIONS		Aon 11/2/09										
9	Develop Marketing Plan	.o days: 80 days		Fri 4/23/10				-					
)	Name, Brand & Logo	80 days						H					
1	Website	80 days											
2	Letterhead & Business Cards		Mon 11/2/09				1						
3	Regular Press Releases		Mon 11/2/09										
4	Sign at Site		Mon 11/2/09										
5	Signs on Thruway, Interstates & Highways	1 day?											

NEXT STEPS



Business Plan

- Market Study
- **Financial Projections**

Design Team

- Exhibit Designer
- Architect
- Landscape Architect
- Pre-Construction Services

Fundraising

- **Founders Campaign**
- Grant Writing
- Philanthropic Giving

Programs

- Two Jewels of the Finger Lakes
- > Partnerships/Heritage Trail
- Auction