MOSH 2.0: Expanding the Capacity to Inspire Innovation

1) Why does MOSH need to renovate and expand?

- MOSH 2.0: Expanding the Capacity to Inspire Innovation is designed to meet the growing demand for exhibits and programs that inspire innovation — both for our guests and across our community.
- The transformational expansion of the Museum will establish MOSH as a leader in fulfilling visitor expectations for accessible, immersive and technologically advanced experiences.
- MOSH 2.0 will complement the City’s aspiration to activate the Southbank of the St. Johns River.
- It will amplify service to schools, teachers and students through a dynamic range of new educational programs and interactive learning environments.
- This initiative will positively influence Jacksonville’s economy by connecting today’s innovators with programs designed to prepare tomorrow’s workforce.
- MOSH will further its status as a regional destination on the Southbank of Downtown Jacksonville.

2) How much will the renovation and expansion cost?

- The estimated cost for MOSH 2.0 is between $80 and $90 million.
- MOSH will pursue a public/private funding model.
- Private contributions will account for $20 to $25 million of the total cost.

3) Who will fund the project?

- MOSH 2.0: Expanding the Capacity to Inspire Innovation 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.
4) How long will the project take to complete?

- *MOSH 2.0* will take up to five years to accomplish, from initial announcement to project completion.
- MOSH will request basic City approvals and land lease amendments, which will be accomplished in early spring 2019, prior to starting any site work.
- The *Nucleus Fund*, which supports the start-up costs of the campaign, has also been established with financial support from the Museum’s Board of Trustees.

5) What are the plans for parking?

- MOSH has a total of 130 parking spaces available for on-site parking.
- In addition, there are 252 public parking spaces located under the Acosta bridge and within one block to the Museum. These spaces are managed by the City of Jacksonville.

6) What is the Nucleus Fund?

- The *Nucleus Fund* is the primary mechanism for covering the start-up and administrative costs of *MOSH 2.0: Expanding the Capacity to Inspire Innovation*.
- These costs are projected to be $2 million and are included in the total campaign goal of $20 to $25 million in private contributions.
- Donors who contribute to the Nucleus Fund may also be invited to contribute to the transformational campaign goals of *MOSH 2.0*.

7) What is the plan to ensure sustainability for the renovated and expanded MOSH?

- By definition, the expansion at the heart of *MOSH 2.0* will increase existing revenue streams in combination with new opportunities to secure both contributed and earned income.
- Extensive research also indicates growing the Museum’s capacity to accommodate new technologies and larger exhibits will attract a broader regional audience of tourists, researchers and lifelong learners of science and humanities.
- Integration with the City’s plans to activate the Southbank of 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.
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.
- MOSH 2.0 will contribute to Jacksonville’s growth, capacity and reputation as a regional center for education, innovation, entrepreneurs and community engagement.
- MOSH 2.0: Expanding the Capacity to Inspire Innovation elevates Jacksonville as an attractive destination to a regional community of lifelong learners.

9) Who is leading the effort?

- Under the leadership of MOSH President, Maria Hane, the Museum is prepared to fulfill the promises of MOSH 2.0: Expanding the Capacity to Inspire Innovation.
- A Campaign Steering Committee comprising local philanthropists and business leaders is directing the campaign and donor strategy.
- The Museum’s Board of Trustees is at the forefront of the leadership campaign for MOSH 2.0 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 Carter Global, Inc., a team of philanthropy specialists, to consult with the above-named groups to see MOSH 2.0 through to successful completion.

10) How can I help?

- You can learn more by contacting the Museum’s development team. Call Lorin Thies, Development and Capital Campaign Manager, at 904.396.6674 x 230 or email her at lthies@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 2.0: Expanding the Capacity to Inspire Innovation by making your donation at themosh.org.