**Why is MOSH moving to the Northbank?**

- Moving to the Northbank will allow the Museum to meet the growing demand for exhibits and programs that inspire innovation — both for our guests and across our community.
- This transformational reimagining of the Museum will reinforce MOSH’s role as a vital civic institution and a destination for accessible, immersive, and technologically advanced experiences.
- The new MOSH will complement the City’s aspirations to activate the Northbank of Downtown and align with complementary development plans already underway in the Sports & Entertainment District.
- This move will amplify service to schools, teachers and students through a dynamic range of new educational programs and interactive learning environments. Early estimates indicate MOSH will be able to serve 58,000 students annually — a 50% increase — at its new location.
- This initiative will positively influence Jacksonville’s economy, both in the short- and long-term.
  - The creation of the new Museum is estimated to create 480 permanent jobs, 670 direct construction jobs, and 1,200 indirect construction jobs.
  - The new Museum will connect today’s innovators with programs designed to prepare tomorrow’s workforce.

**Where will the new MOSH be located?**

- MOSH is targeting a four-acre parcel at the Shipyards that is currently known as Lot X.
- The new Museum will comprise designated areas for exhibitions, classes, and events, while also incorporating a new-and-improved space for the Bryan-Gooding Planetarium.
- MOSH is in negotiations with the Downtown Investment Authority to develop a term sheet for the property.

**How much will the new MOSH cost?**

- The estimated cost for the new Museum is approximately $85 million.
- MOSH will pursue a public/private funding model.
- Private contributions from businesses, philanthropists and foundations will account for $20 to $25 million of the total cost.
4 Who will fund the project?

- The new MOSH 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.
- The Nucleus Fund, which supports the start-up costs of the campaign, has been established with financial support from the Museum’s Board of Trustees to cover pre-construction expenses.
- To date, the MOSH Genesis campaign has secured $31.8 million in commitments from individual donors, businesses, and civic funding sources.

5 How long will the project take to complete?

- The project is anticipated to take three years, starting with pre-construction site work.
- Site work could begin as early as Q1 2022, following all necessary site approvals through the Downtown Investment Authority.
- MOSH could open at its new site as early as 2025, based on current projections.

6 Who will design the new MOSH?

- MOSH has engaged DLR Group as the architect for the new MOSH.
- DLR Group was selected through a competitive process.
- DLR Group has partnered with kasper architects + associates, a Jacksonville-based architecture firm and SCAPE, a New York-based landscape architecture firm on the project.

7 What is the plan to ensure sustainability for the new MOSH?

- The new Museum will increase existing revenue streams and create new opportunities to secure both contributed and earned income.
- The Museum will be designed to accommodate new technologies and larger exhibits than its current facility can support, which will attract a broader regional audience of tourists, researchers and lifelong learners of science and humanities.
- Integration with the City’s plans to activate Downtown’s Northbank and engage with 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.
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.
- The new MOSH will contribute to Jacksonville’s growth, capacity and reputation as a regional center for education, innovation, entrepreneurs and community engagement.
- The vision outlined in the MOSH Genesis campaign elevates Jacksonville as an attractive destination to a regional community of lifelong learners.

Who is leading the effort?

- Under the leadership of MOSH CEO, Bruce Fafard, the Museum is prepared to fulfill the promises of MOSH Genesis: A New Vision for Downtown’s Northbank.
- A Campaign Cabinet of local philanthropists and business leaders, chaired by Jill Davis and MOSH Board of Trustees Chair Christian Harden, is directing the campaign and donor strategy.
- The Museum’s Board of Trustees is at the forefront of the leadership campaign for MOSH Genesis 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 Inspire Philanthropy to consult with the above-named groups to see MOSH Genesis through to successful completion.

How can I help?

- You can learn more by contacting the Museum’s development team. Call Kaye Glover at (904) 396-6674, ext. 223 or email her at kglover@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 Genesis: A New Vision for Downtown’s Northbank by making your donation at themosh.org.