Becoming an Empowered Client:
Running a Successful Capital Project

Association of Children’s Museums – Interactivity 2022

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Be an Empowered Client!
Museum Construction, Renovation or Expansion: Phases of Work

- Testing Feasibility: Set the stage.
- Taking Action: Build the team.
- Operating!: Get (and keep) it running!
- Thriving?: What's next?
- Getting it Built!: Make it real!
Museum Construction, Renovation or Expansion: Phases of Work

1. Testing Feasibility
   - Set the stage.
   - Planning for action - Engage the board and community!

2. Taking Action
   - Build the team.
   - Planning for construction, hiring the staff!

3. Operating!
   - Get it running!
   - Keep it running!

4. Getting it Built!
   - Make it real!
   - Planning for this! Opening the museum!

5. Thriving?
   - What’s next?
   - Test and evaluate exhibits, programs, operations

6. Ready and willing to begin the process again? OK!
Museum Construction, Renovation or Expansion: Phases of Work

- **Testing Feasibility**
  - Set the stage.
  - Ready and willing to begin the process again? OK!

- **Taking Action**
  - Build the team.
  - Planning for construction, hiring the staff!

- **Getting it Built**
  - Make it real!
  - Planning for this! Opening the museum!

- **Operating!**
  - Get it running!
  - Keep it running!
  - Test and evaluate exhibits, programs, operations

- **Thriving?**
  - What's next?
  - Iterative

- **Planning**
  - Concept Design
  - Design Documents
  - Construction
  - Installation

IA ‘22 Session
## Museum Construction, Renovation or Expansion: Allocation of Space and Dollars

<table>
<thead>
<tr>
<th>Exhibit Type</th>
<th>Base Budget</th>
<th>Area Total</th>
<th>Area %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-ticketing</td>
<td>$160,000</td>
<td>400</td>
<td>50</td>
</tr>
<tr>
<td>Entry &amp; Reception</td>
<td>$35,000</td>
<td>290</td>
<td>40</td>
</tr>
<tr>
<td>Story, Gather &amp; Perform</td>
<td>$25,000</td>
<td>300</td>
<td>40</td>
</tr>
<tr>
<td>Transportation</td>
<td>$87,500</td>
<td>490</td>
<td>70</td>
</tr>
<tr>
<td>Tents</td>
<td>$175,000</td>
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<td>70</td>
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<tr>
<td>City</td>
<td>$340,000</td>
<td>1,050</td>
<td>150</td>
</tr>
<tr>
<td>Food</td>
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<td>1,400</td>
<td>200</td>
</tr>
<tr>
<td>Water</td>
<td>$200,000</td>
<td>1,400</td>
<td>200</td>
</tr>
<tr>
<td>Dream Ship</td>
<td>$577,000</td>
<td>1,400</td>
<td>200</td>
</tr>
<tr>
<td><strong>INDOOR TOTALS</strong></td>
<td>$1,750,000</td>
<td>7,000</td>
<td>100</td>
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<tr>
<td><strong>PROGRAM SPACE BUDGET</strong></td>
<td>$126,000</td>
<td>1,000</td>
<td>100</td>
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<tr>
<td>Maker / Art / Workshop</td>
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<td>600</td>
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<tr>
<td><strong>OUTDOOR TOTALS</strong></td>
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<td>800</td>
<td>100</td>
</tr>
</tbody>
</table>

### Interior Exhibits - by % of Budget

- Entry & Reception: 10%
- Story, Gather & Perform: 7%
- Transportation: 10%
- Tents: 10%
- City: 15%
- Food: 15%
- Water: 20%
- Dream Ship: 20%

### Outdoor Exhibits - by % of Budget

- Pre-ticketing: 5%
- Entry & Reception: 5%
- Story, Gather & Perform: 5%
- Transportation: 5%
- Tents: 5%
- City: 5%
- Food: 5%
- Water: 5%
- Dream Ship: 5%

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### Interior Exhibits - by % of SF

- Entry & Reception: 10%
- Story, Gather & Perform: 7%
- Transportation: 10%
- Tents: 10%
- City: 15%
- Food: 15%
- Water: 20%
- Dream Ship: 20%

### Outdoor Exhibits - by % of SF

- Pre-ticketing: 5%
- Entry & Reception: 5%
- Story, Gather & Perform: 5%
- Transportation: 5%
- Tents: 5%
- City: 5%
- Food: 5%
- Water: 5%
- Dream Ship: 5%

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**Exhibits Base Budget**

<table>
<thead>
<tr>
<th>Item</th>
<th>Budget</th>
<th>Area</th>
<th>SF</th>
<th>Cost %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Exhibits</td>
<td>$1,750,000</td>
<td>7,000</td>
<td>250</td>
<td>4%</td>
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<tr>
<td>Exterior Exhibits</td>
<td>$300,000</td>
<td>8,000</td>
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Museum Construction, Renovation or Expansion: Schedule AND Cash Flow
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Thank you!