



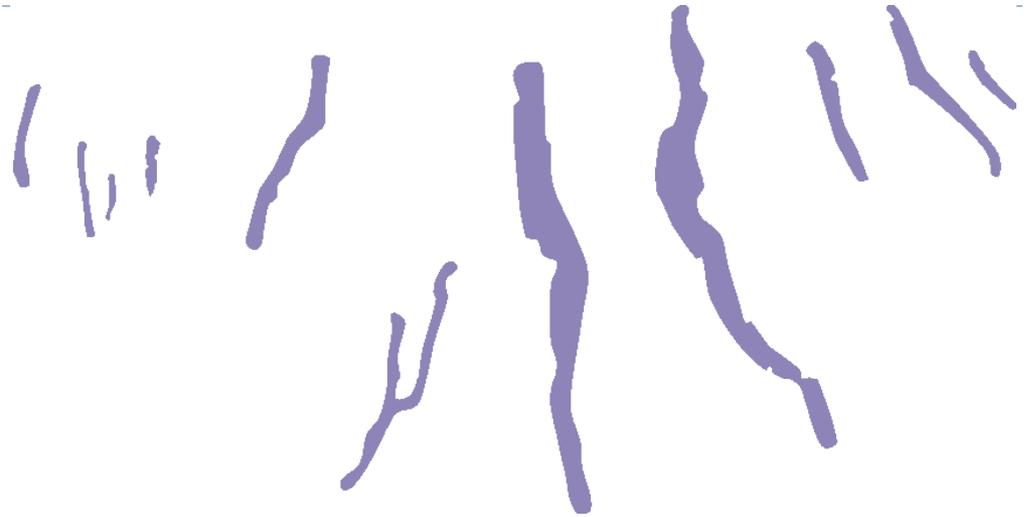
THE FINGER LAKES MUSEUM

New York

We do not inherit the earth from our ancestors, we borrow it from our children.

INTRODUCTION

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



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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



PARTNERSHIPS



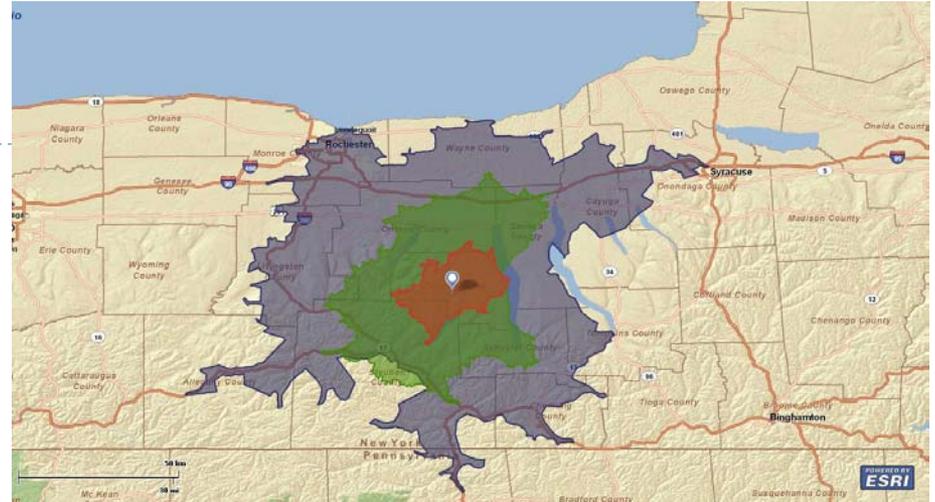
CULTURAL HISTORY



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



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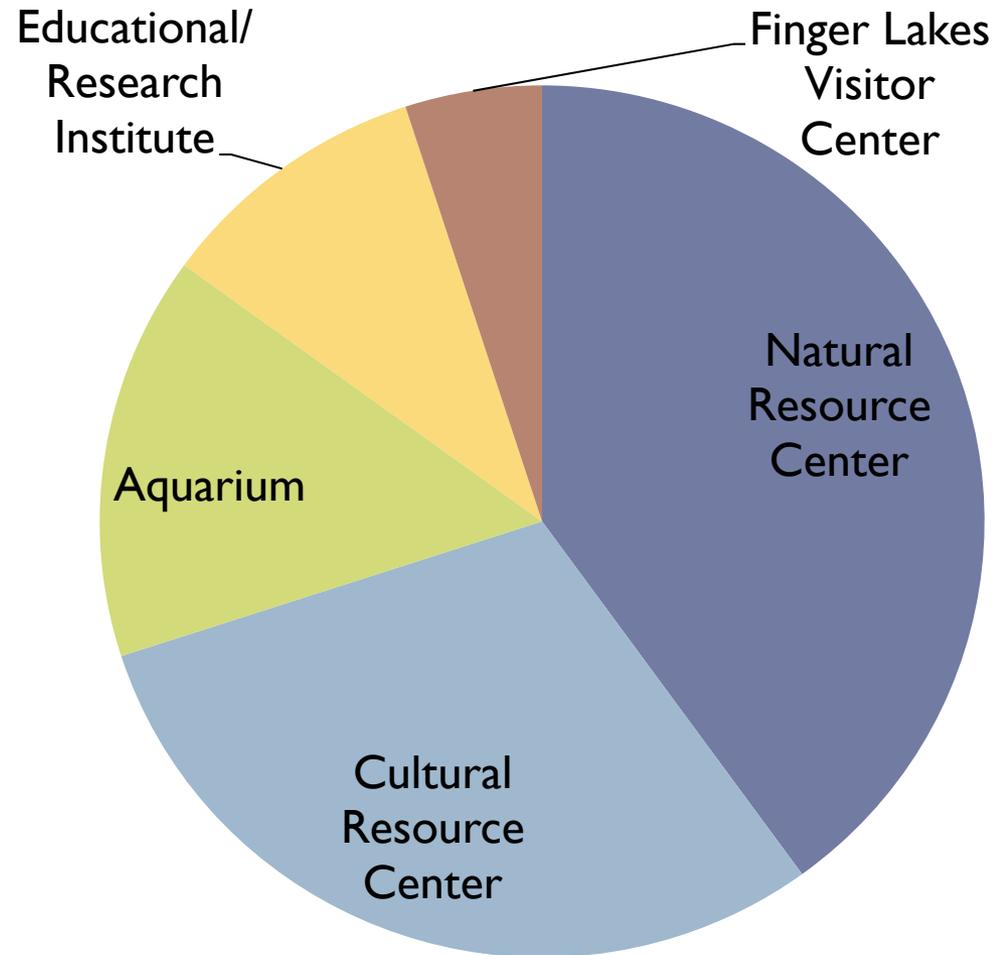
PRODUCT “A”

- 14 Counties
- 11 lakes
- 9,000 Square Miles
- 25 State Parks
- 1 National Forest
- 1 National Park
- Museums & Destination Attractions
- 1,997,826 – Population (2000 Census)
- 800,717 - Households (2000 Census)



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PRODUCT “B”: CONCEPTUAL MUSEUM PROGRAM

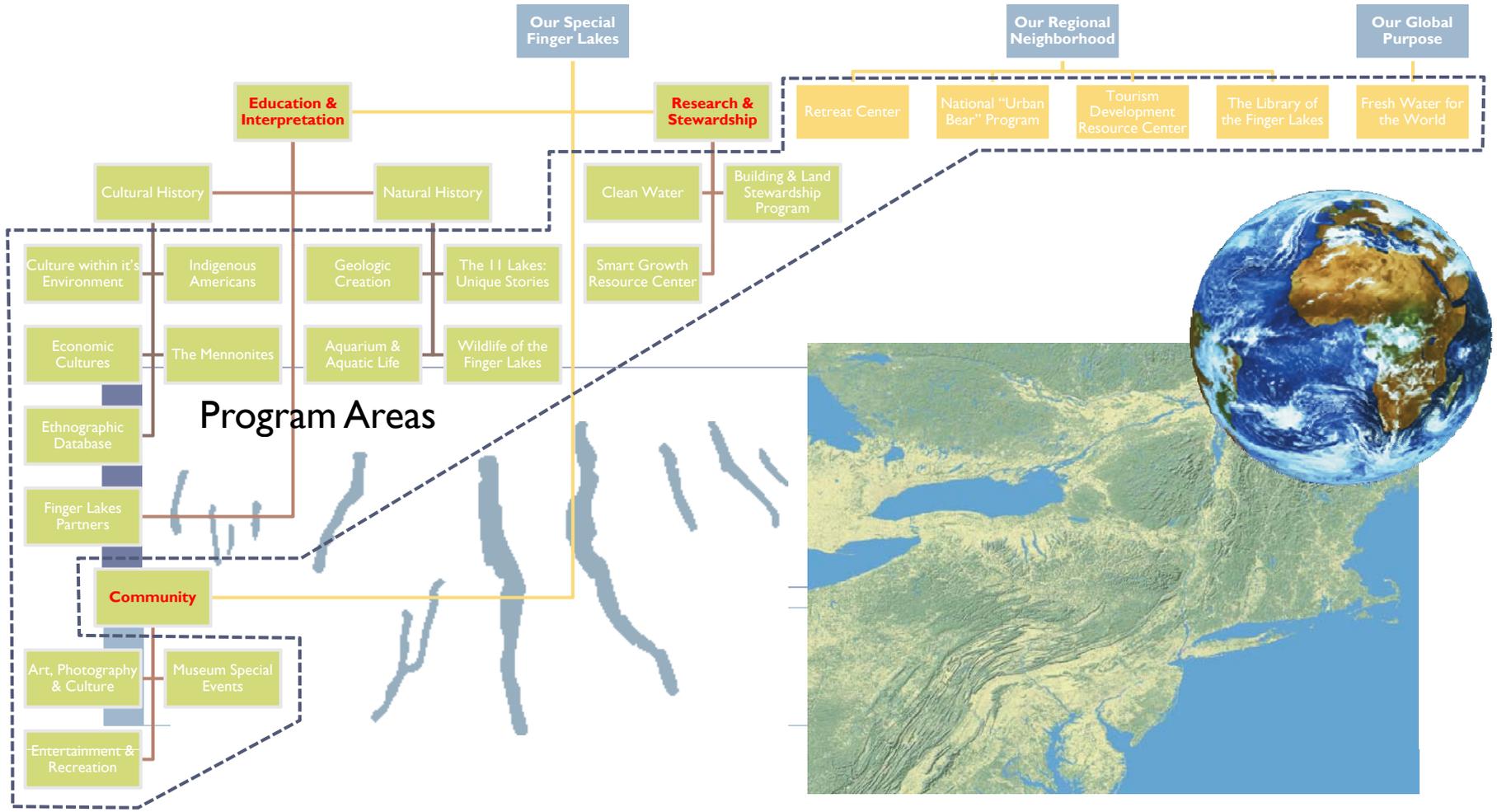


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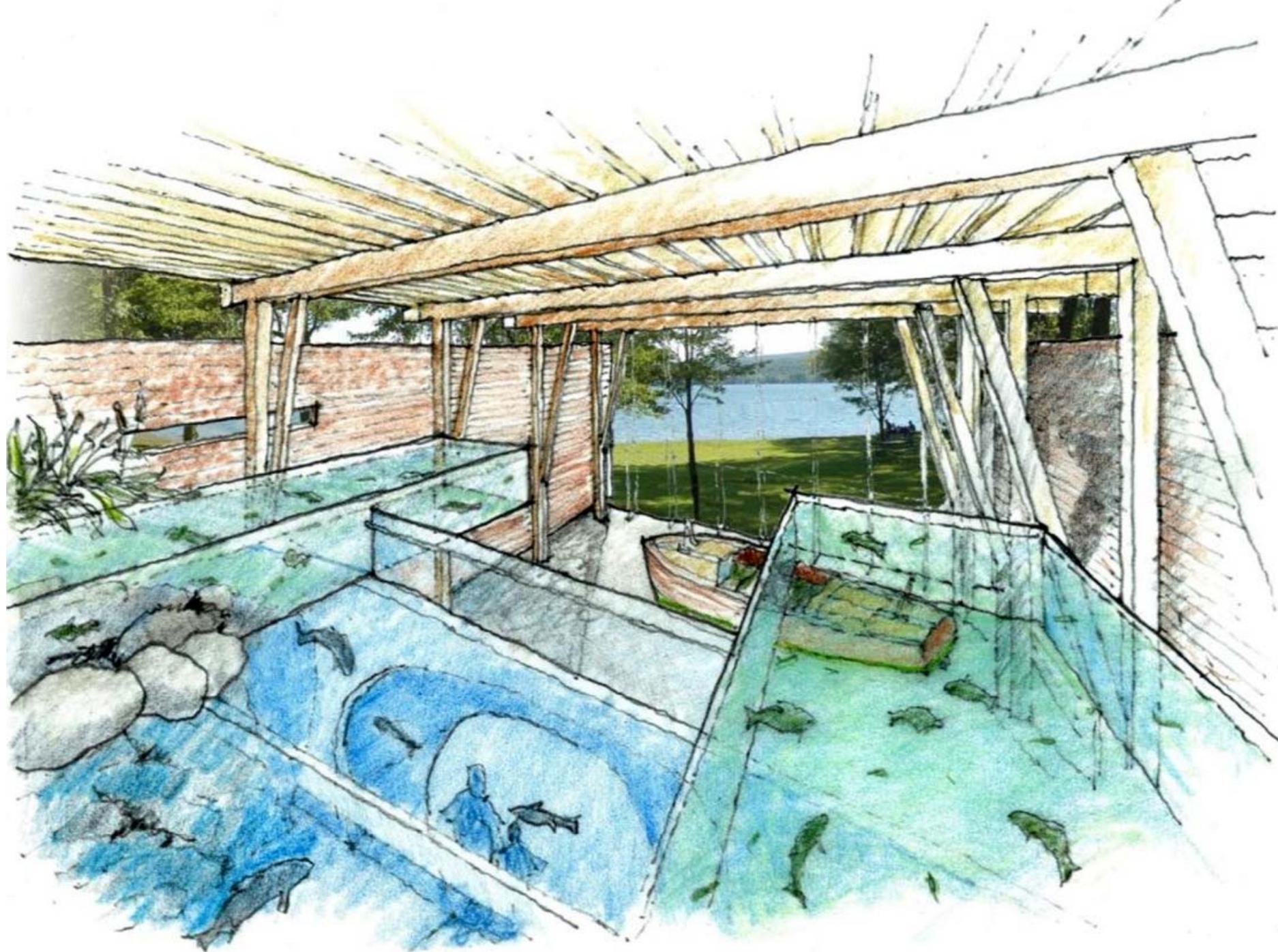


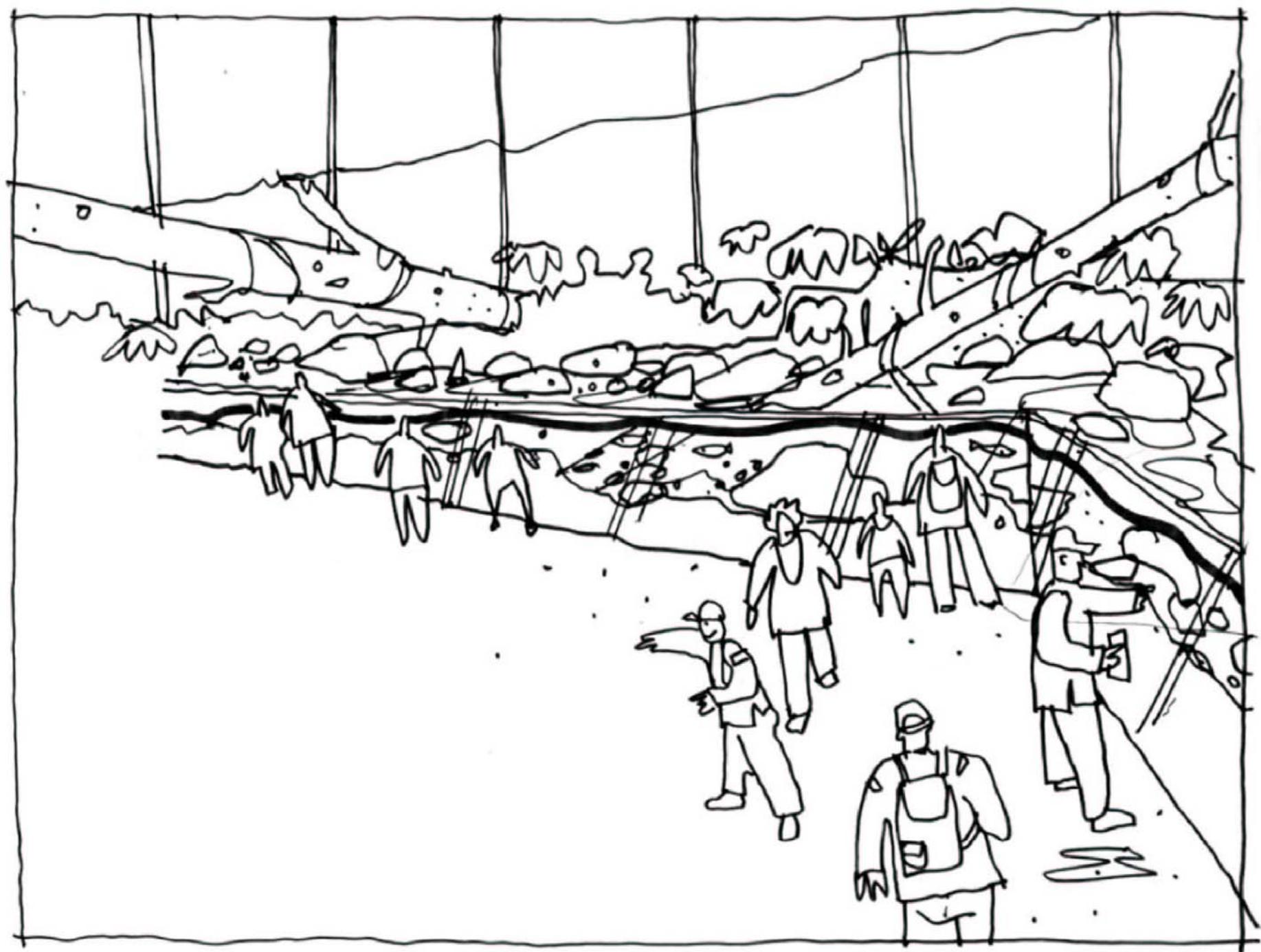
FINGER LAKES MUSEUM

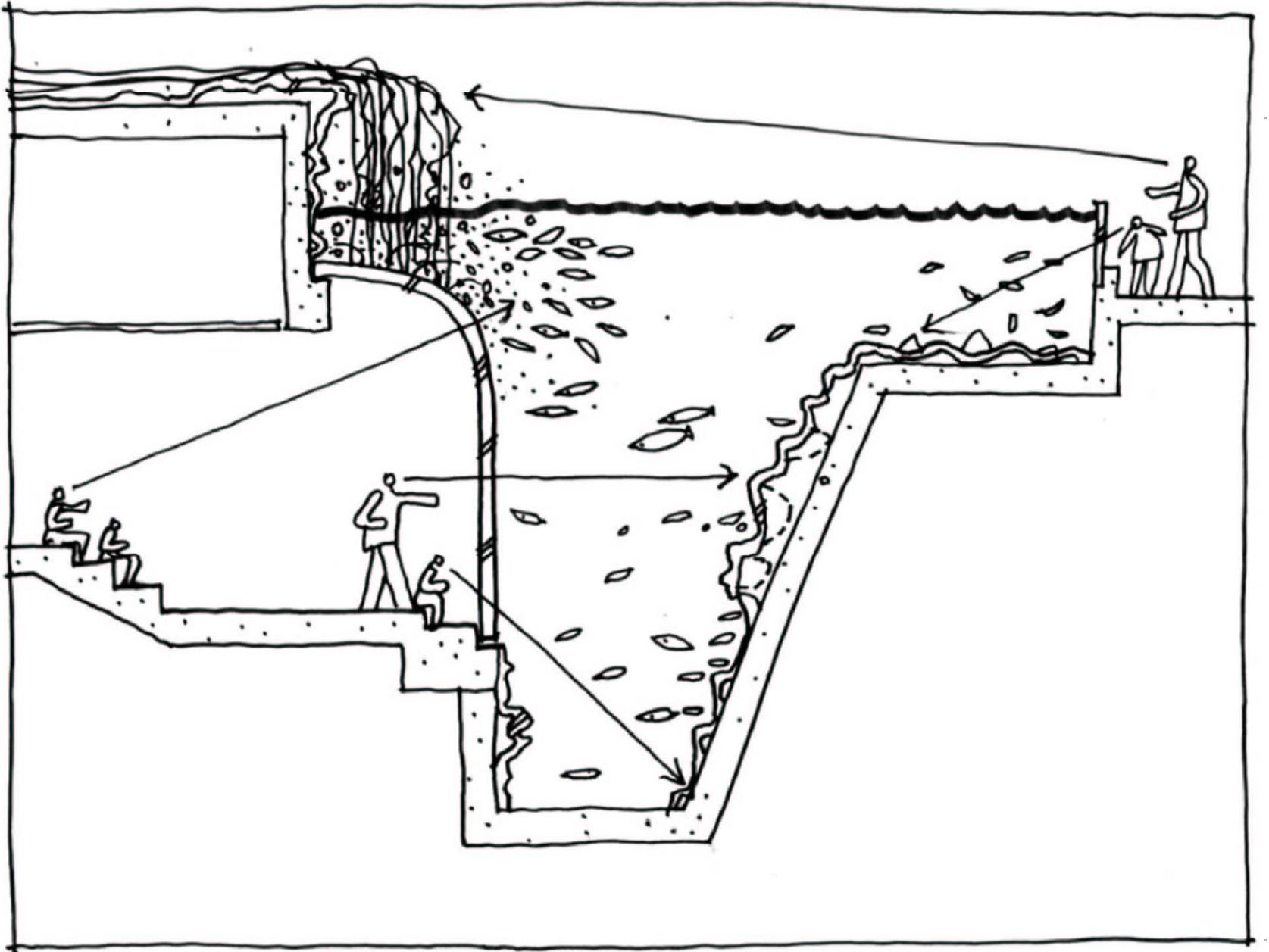
Illustrative Program Concept (7/22/10)

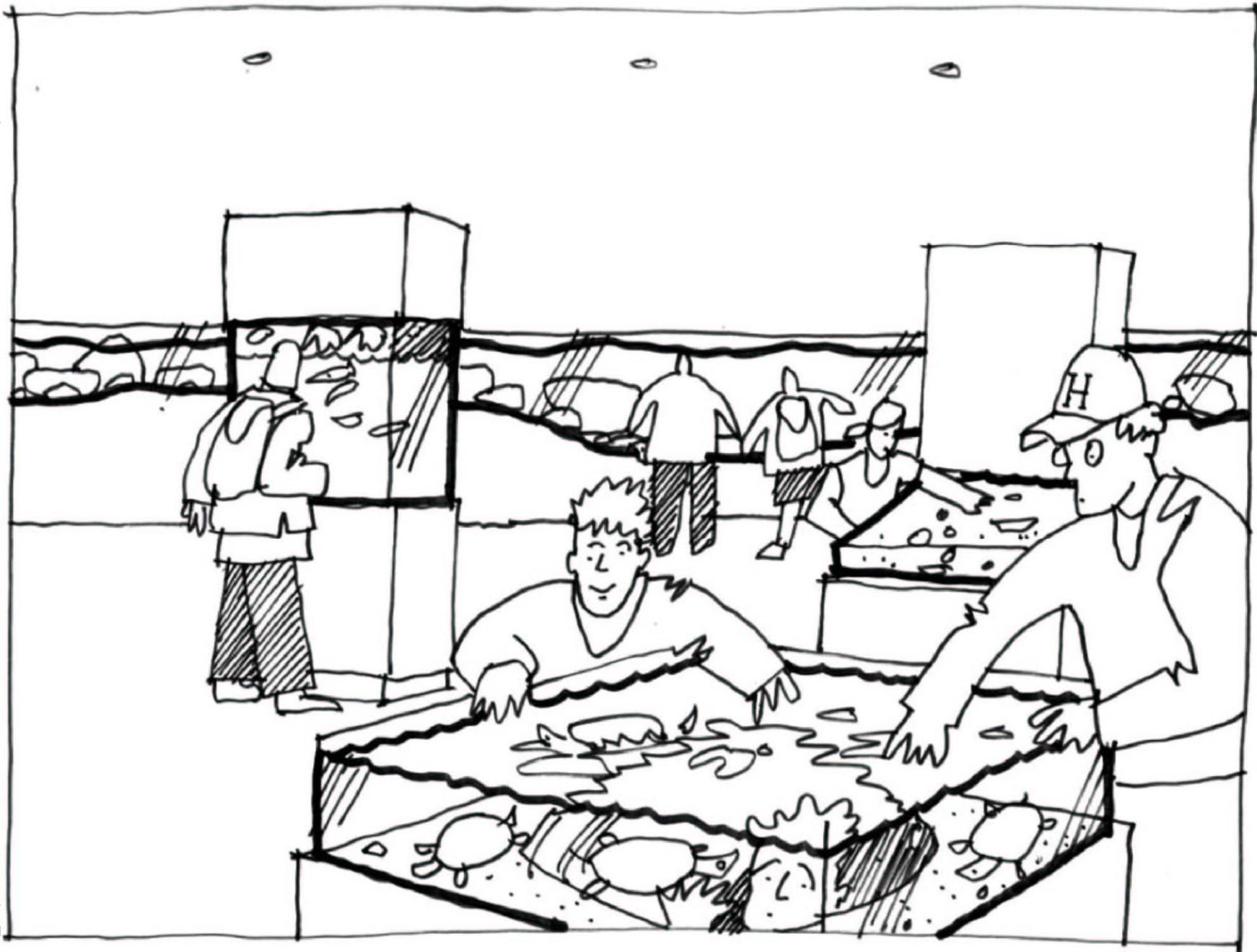


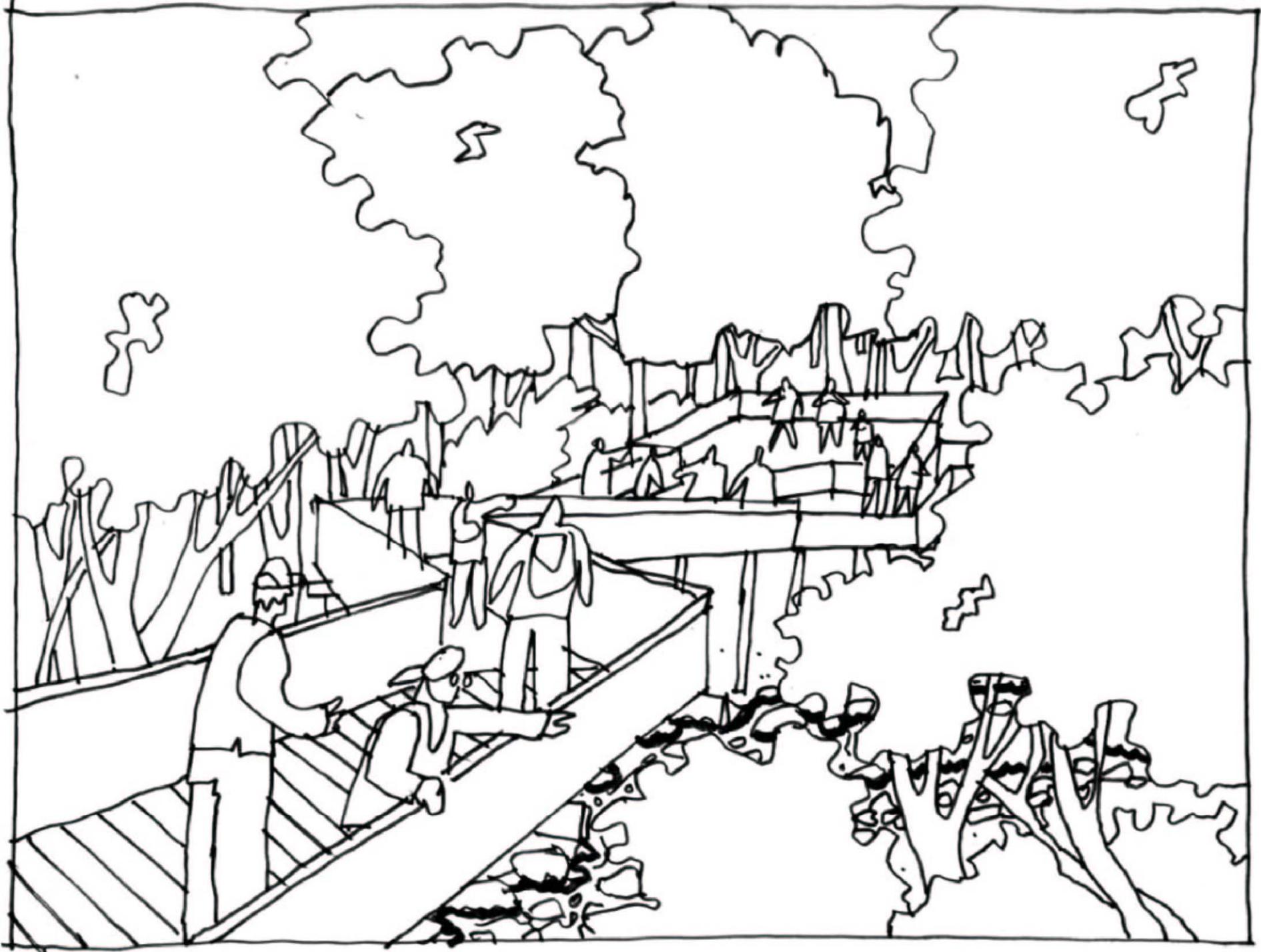




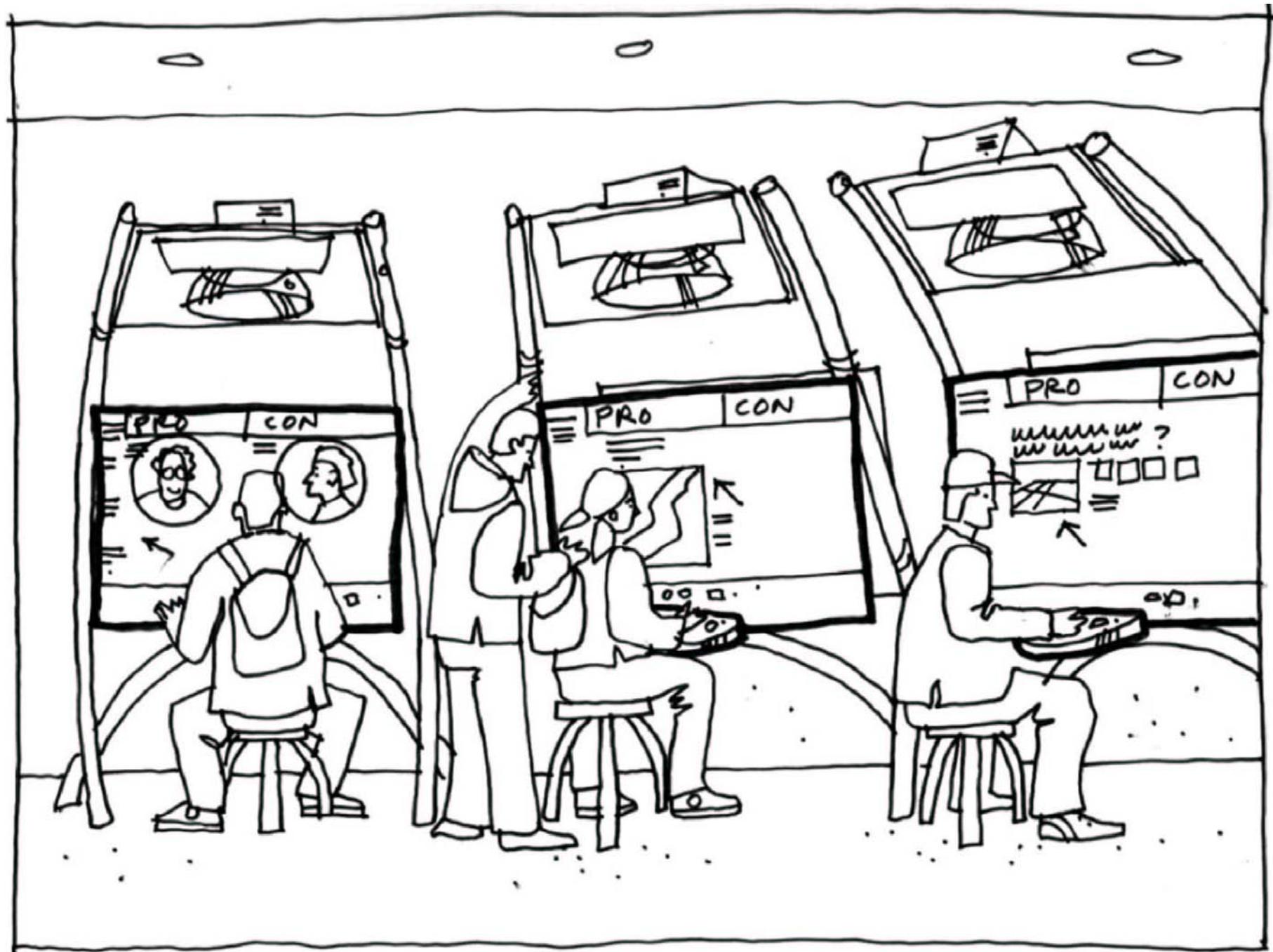










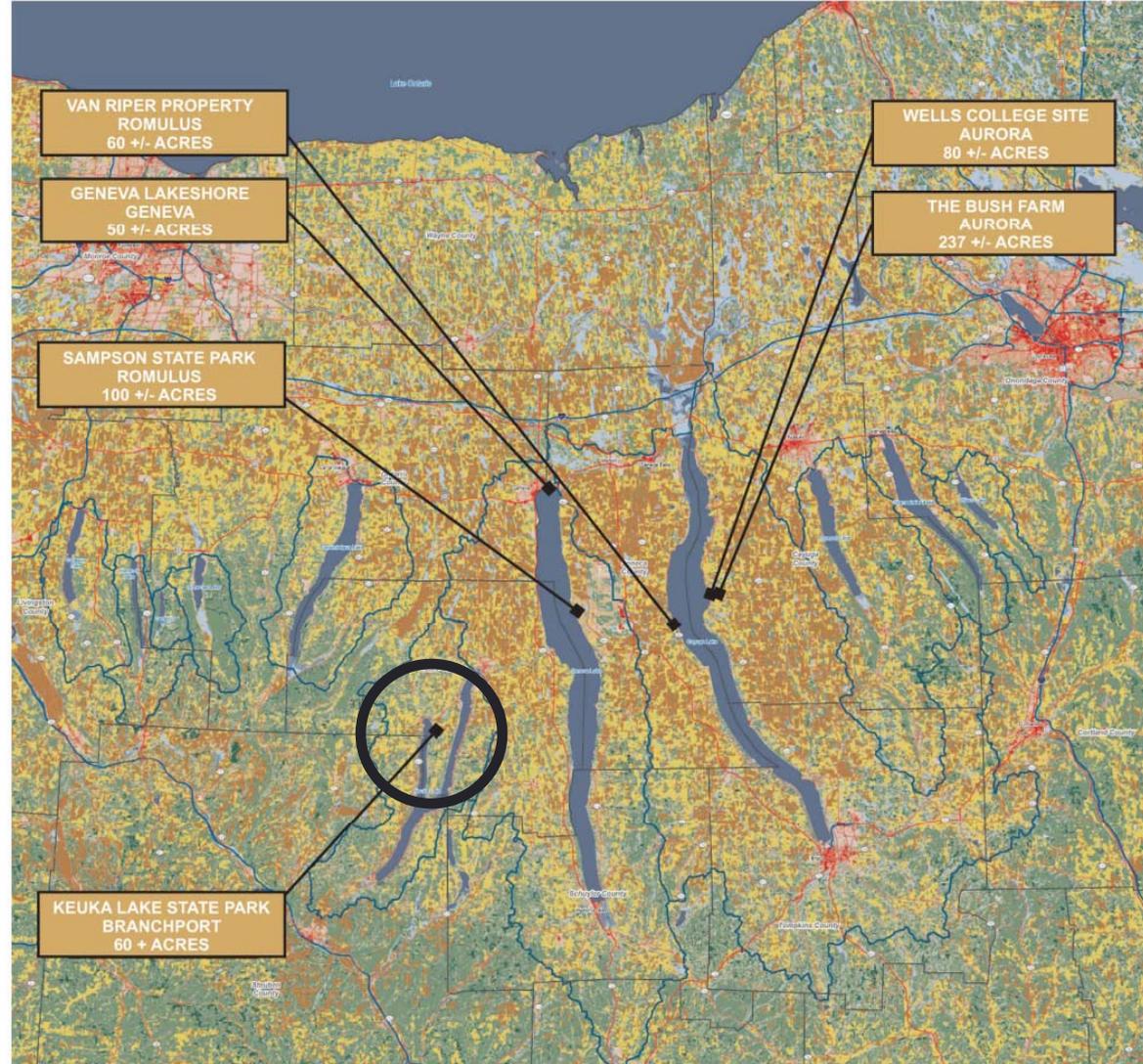




LOCATION

▶ Selection Criteria :

- ▶ Finger Lakes Presence
- ▶ Accessibility
- ▶ Natural Resources
- ▶ Visitor Infrastructure
- ▶ Buildability



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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.
- IMMEDIATE START-UP LOCATION
- MUSEUM EQUITY



LOCATION



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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

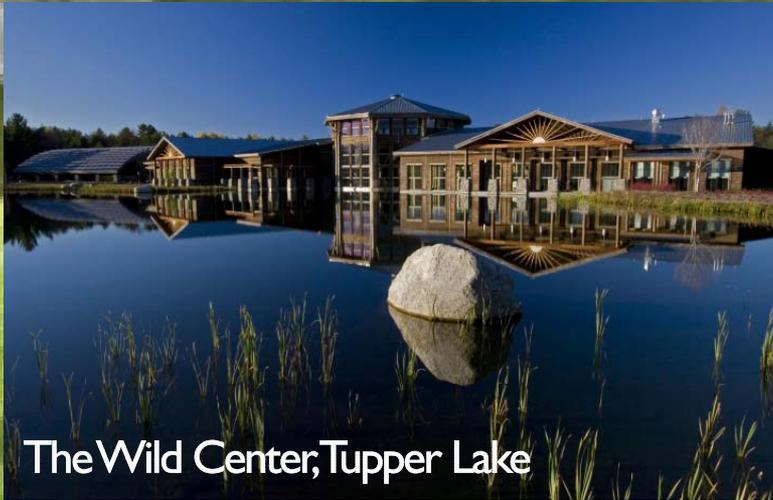
BRANCHPORT LAND USE PROGRAM
HISTORIC PRESERVATION INITIATIVE
LAND CONSERVATION PROGRAM

SITE OPPORTUNITY



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MENTORS & CASE STUDY



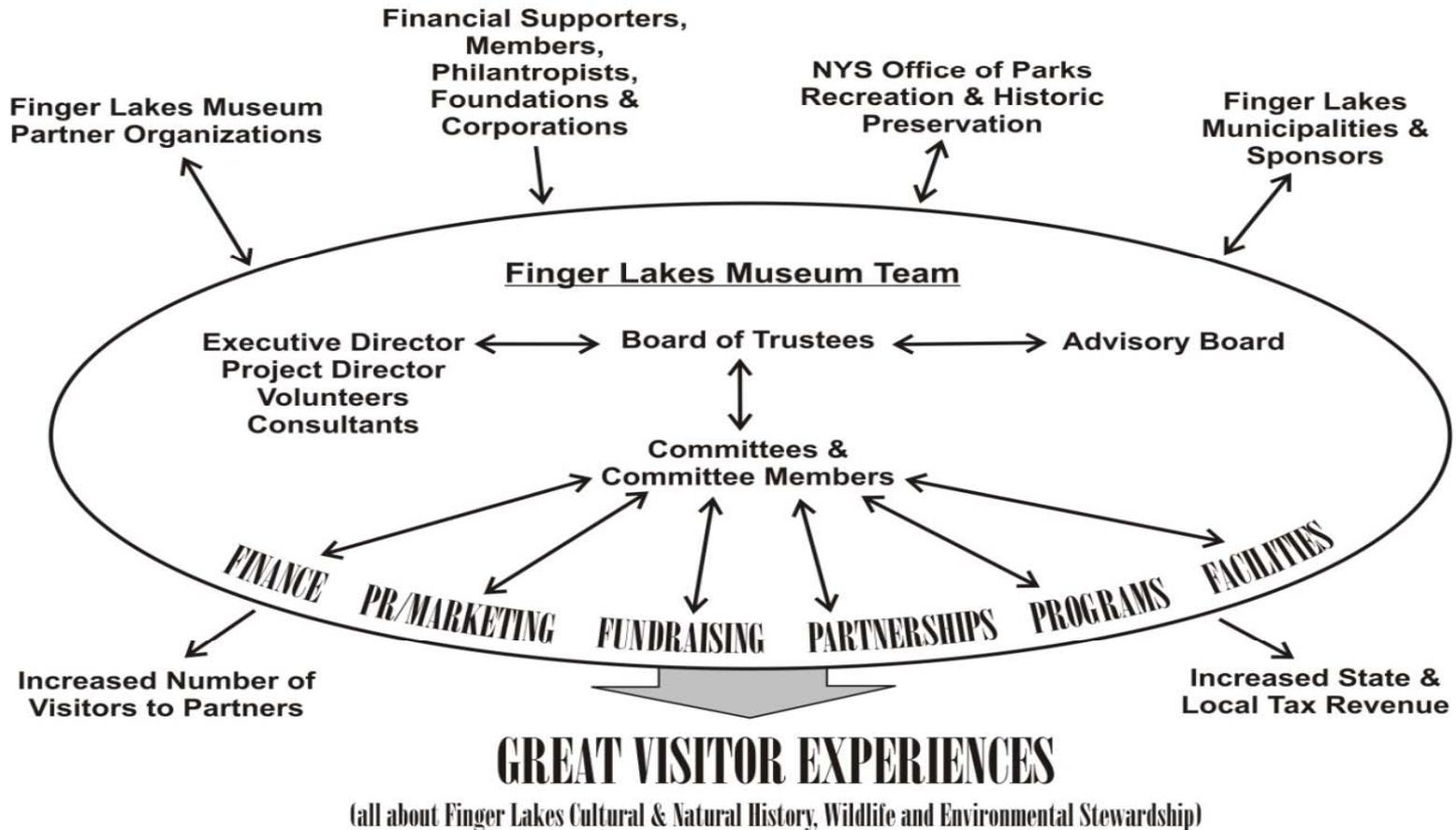
The Wild Center, Tupper Lake

The Adirondack Museum, Blue Mountain Lake

LEADERSHIP & ORGANIZATION

FINGER LAKES MUSEUM

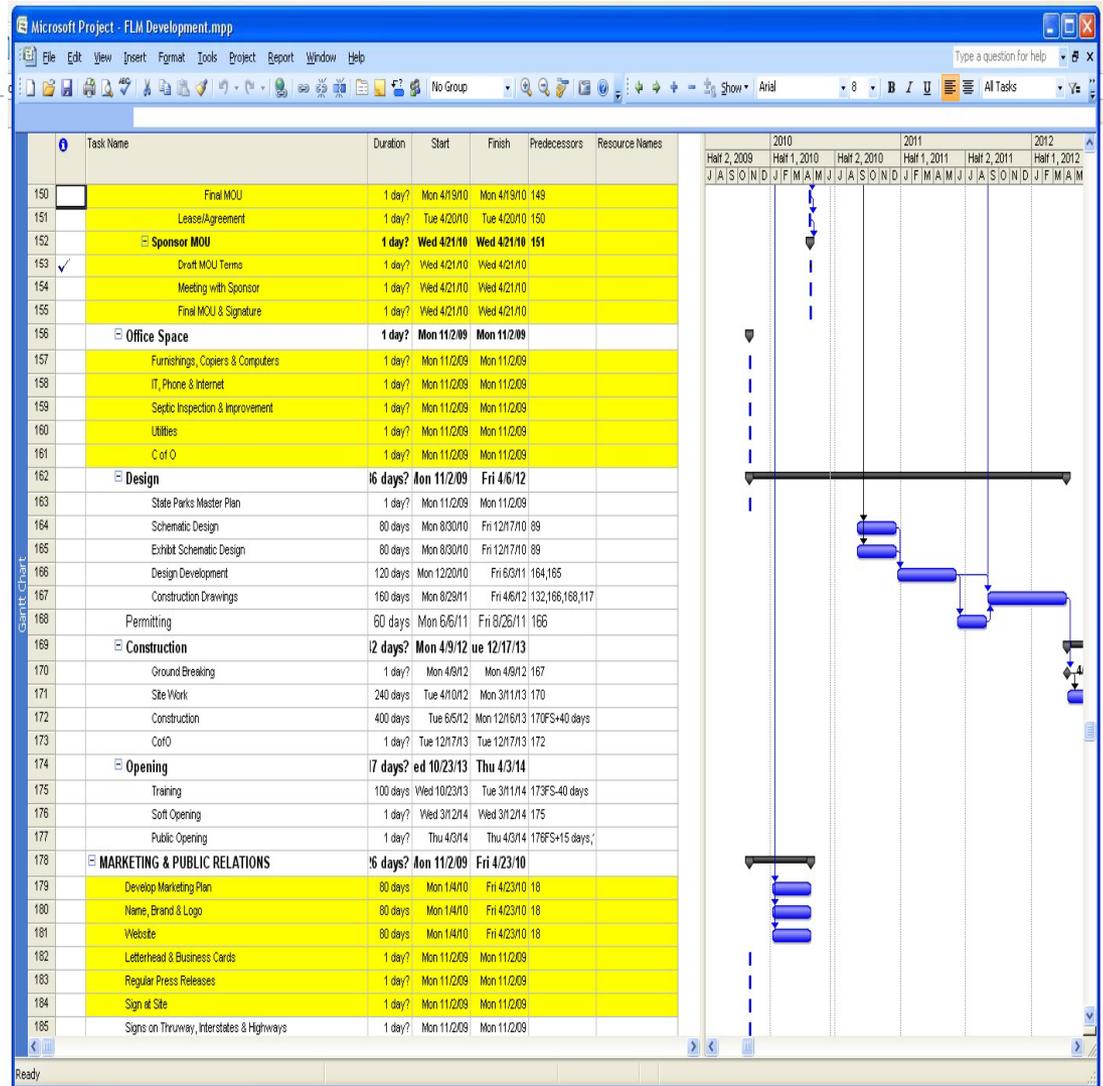
Making it Happen



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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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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

