



# SITE MASTER PLAN

## Presentation to City Council



MAY 31, 2018

Sunnee D. O'Rork, Executive Director



# OUR MISSION

*The i.d.e.a. Museum inspires children of all ages to experience their world differently through art exhibitions and activities designed to support **early learning**, nurture **creative thinking** and **engage families**.*





# SITE MASTER PLAN

- Funded by Virginia G. Piper Charitable Trust  
~ AGILE Project  
\$100,000
- Gyroscope, Inc.  
\$25,000 ProBono
- Focus Groups
- One year -  
staff/board project  
weekly team  
meetings

## 2: BACKGROUND & CONTEXT

### Community & Stakeholder Findings

WE HEARD FROM 64 STAKEHOLDERS







## *“MAKE IT BETTER, NOT BIGGER.”*



- Families are bifurcated at current entrance = not together for all the experiences
- No Café = leave when hungry
- ArtVille only 75 person capacity = lines in summer
- School groups swarm entrance = edge out visitors
- Inadequate facilities for events = revenue loss
- In oldest former Basha's = aging facilities
- Spaces underutilized; Atrium



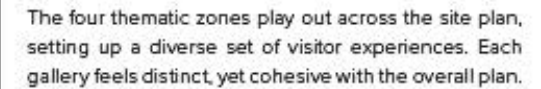


# SITE MASTER PLAN GOALS

- Create high visibility in downtown.
- Increase attendance, earned revenue, and capacity.
- Activate, reorganize, and leverage existing assets.
- Add visitor experiences and amenities.
- Broaden audience, birth-teen (1903-3165 daily attendance)











## SITE MASTER PLAN MEETS GOALS BY:

- ✓ Dramatic, interactive entry with high visibility from Main St.
- ✓ Improves visitor flow and circulation; keeps families together.
- ✓ Creates separate entrance for school groups.
- ✓ New facility rental opportunities, on-street Café and Gift Shop = increased revenues.







## SITE MASTER PLAN MEETS GOALS BY:

- ✓ Early childhood galleries increased 200%.
- ✓ Indoor exhibit gallery increased 153%.
- ✓ Outdoor visitor experiences increased 244%.
- ✓ Overall visitor capacity increased by 166%.







## SHOWCASES NATURE, SUSTAINABILITY (BIOPHILIA)

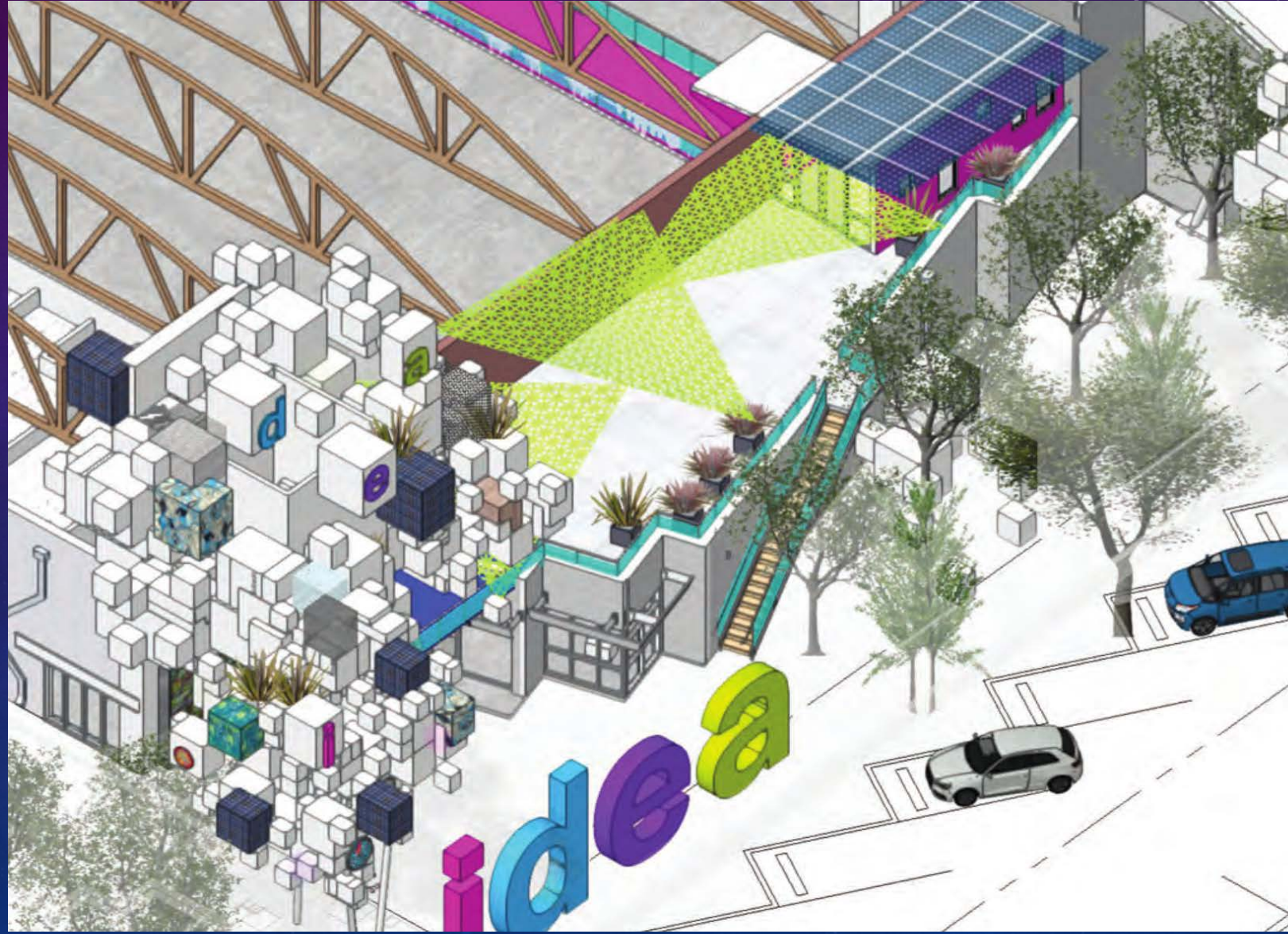
- State-of-the-art energy retrofit /water efficiency.
- Harvest rain & solar energy.
- Locally sourced products, recycled content.
- Building as teaching tool, awareness & education.
- Indoor/outdoor art-making with natural materials.
- Indoor air quality: non-toxic materials & finishes.
- Maximizes natural light.
- Transit-oriented development.





# IMPACT

- New anchor for downtown activation.
- Regional leader for families to grow and learn in creative arts and exploration.
- Creating a new Community Hub.
- Meets Mesa's 2040 Plan Goals.







# BUILDING CAPACITY TO MAKE IT A REALITY

- Project in Phases
- Board using national fundraising model to build donor base needed for future capital campaign.
- Public private funds in partnership for community.







# SITE MASTER PLAN OF REIMAGINED MUSEUM



Video “fly  
through”

<https://youtu.be/LICb10>

[MWBDQ](#)







# ACKNOWLEDGEMENTS

## I.D.E.A. PROJECT TEAM

Sunnee O'Rork, *Executive Director*  
Jeff Morris, *Museum Curator*  
Yvette Armendariz, *Marketing & PR Director*  
Dena Milliron, *Curator of Education*  
Jessica Kuenne, *Visitor Services Director*  
Rob Schultz, *Assistant Director of Arts & Culture*  
Sharon Flanagan-Hyde

## I.D.E.A. BOARD

Dawn Giles, *Chair*  
Jennifer Clack, *Vice Chair*  
Sean Lunny, *Treasurer*  
Andy Witts, *Secretary*  
Christopher Tompkins  
Rob Schultz, *Assistant Director of Arts & Culture*  
David Luna, *Vice Mayor*  
John O. Whiteman, *Founder*  
Joshua R. Boyle  
Samantha Hammond  
Scott Higginson  
Shawn S. Jordan, *Ph.D.*  
Lora Lassitter  
Ruth Tan Lim, *M.D. (H), F.A.A.P.*  
Erica Snyder  
Jenn Duff, *honorary*  
Thomas Assante

## I.D.E.A.OLOGISTS

John Willie  
Jeremy Babendure, *CEO, Az SciTech Fest*  
Milagros Zingoni, *ASU*  
Robert Gorbet  
Nancy Nemitz  
Colleen Howard, *SIMS, MPS Science Curriculum*

## PIPER TRUST

Ellen Solowey, *Piper Trust, Program Officer*

## CITY OF MESA

John Giles, *Mayor*  
David Luna, *Vice Mayor*  
Chris Brady, *City Manager*  
Natalie Lewis, *Deputy City Manager*  
Mark Ahlstrom, *Mesa City Engineer*  
Jeff McVay, *Manager of Downtown Transformation*  
Cindy Ornstein, *Director of Arts & Culture*  
Sandy Stechnij, *Supervisor Recycling & Community Outreach*  
Heather Wolf, *Director of Libraries, Mesa*  
Aimee Manis, *Mesa Parks & Recreation*

## I.D.E.A. STAFF

Lindsay Hochhalter, *Development Manager*  
*Museum Board of Directors, Inc.*  
Tarjani Patel, *Museum Accounting Specialist*  
Erica Cardenas, *Marketing Assistant*  
Ana Bentancur, *Museum Education Assistant*  
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Brian Asdell, *Museum Exhibits Technician*  
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## COMMUNITY STAKEHOLDERS

Paul Mittman, *ND, EdD, President & CEO, SW College of Naturopathic Medicine & Health Science*  
Amanda Gryzkewicz, *MCC -Jumpstart*  
Tom Wilson, *Executive Director, AZ Museum of Natural History*  
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Kristen Pierce, *Organizational Grants & Services Manager, AZ Commission on the Arts*  
Patricia Rodriguez, *SWCNM & HS*  
Karen Svoboda, *Downtown Mesa Arts Festival*  
Mark Svoboda, *Downtown Mesa Arts Festival*  
J.R. Cardenas, *12 News*  
Leona Pomush, *Donor and Community Arts Supporter*

## STAKEHOLDERS (CONT'D)

Vicki Bundy  
Leeza Forward  
Sheila Byrne  
Beth Bartholow  
Judy Wood  
Dave Morton  
Vincent VanVleet, *Managing Director, Phoenix Theater*  
Mike Hutchinson  
Debby Elliott  
Joanie Flatt  
Joe Corsaro  
Steve Martin, *Manager, ChildsPlay*  
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Denise A. Currier, *Artist*  
Jaime Glasser, *Artist*  
Jerry Jacobson, *Artist*  
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Bobbi McMurry, *Artist*  
Emmett Potter, *Artist*  
Oliverio Barcelis, *Artist*  
Mary Shindel, *Artist*  
Ceri Jones Salahadyn, *artist*  
Gretchen Boyer, *Prof. of teachers, ASU & Community Colleges*  
Cheryl McCraw, *(MPS)*  
Jennie Bever, *ASU, Chief Science Officer*  
Vanessa Chavez, *Phx Elementary District*

## GYROSCOPE INC.

Maeryta Medrano, *AIA, LEED AP, Owner, Founder, President*  
Tasha Leverette, *Owner, Chief Action Officer*  
Tim Phillips, *Owner, Principal*  
Ariella Granett, *AIA, LEED BD+C, Architect of Learning Environments*  
Brie Burnham, *Graphic Designer*  
Louise Mackie, *Senior Designer*





## QUESTIONS?

*"... museums are important economic engines that support jobs and bring revenue to their local communities. The data speaks clearly: whether urban or rural, conservative or liberal, or a museum-goer or not, Americans treasure the museums in their communities and want elected officials to support them." -American Alliance of Museums President and CEO Laura Lott.*

