

AZMNH

Arizona Museum of Natural History

Mesa City Council Presentation

May 7, 2026

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Executive Summary

Introduction and Project Overview

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Return on Investment & Impact

Why invest in a world-class natural history museum in Mesa, Arizona?

3

Community Engagement

How do we understand community needs and motivations?

4

Architecture & Experience Design

What is possible for the Arizona Museum of Natural History?

5

Funding Models

How will the Arizona Museum of Natural History realize its vision?



1

Executive Summary

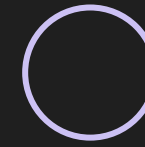
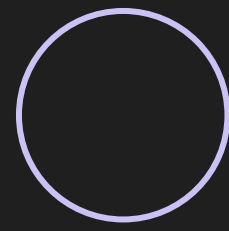
Introduction and Project Overview

ARTS & CULTURE

The Arts & Culture Department exists to **connect the public with dynamic, enriching experiences while stewarding community spaces and assets to strengthen Mesa's cultural vibrancy and economic vitality, advancing the City's vision of a thriving and prosperous community.**

PERFORMANCEPLUS
ENVISION. ELEVATE. IMPACT.

- WHY WE EXIST
- OUTCOMES-Base of KPIs
- HOW WE ALIGN TO THE PRIORITIES



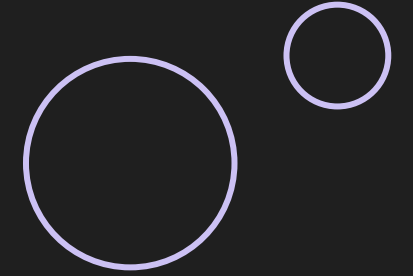
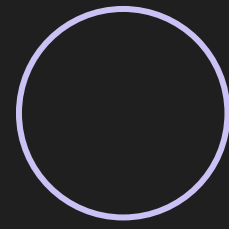
Project Vision

Arizona's history is world history.

Right here in Mesa, we stand in a place of continuous human presence, and that matters. In a 21st century economy, cities compete for talent, investment, and corporate headquarters. The AZMNH redevelopment turns that reality into an advantage, creating a global destination that delivers exponential return on the city's investment.

This is not a typical museum.

It is the first model of its kind anywhere, a self-sustaining cultural and economic engine. It will serve our residents, inspire future generations, and drive visitation, private investment, and job creation. It strengthens downtown, builds civic identity, and puts Mesa firmly on the map as a city that leads, competes, and wins.



Project Partners



Arizona Museum of Natural History®



G&A Strategy + Design

Experience Design
Feasibility and Operational Planning
Community Engagement

Jones Studio

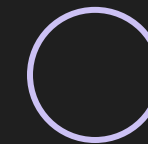
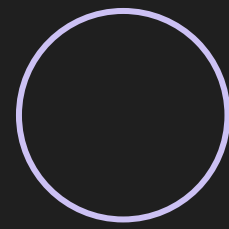
Architectural Programming
Architectural Concept

Benefactor

Philanthropic Planning
Funding Models

Mesa Arts and Culture

City of Mesa



Questions We Will Address Today

Questions We Will Address Today

Why invest in a world-class natural history museum in Mesa, Arizona?

Return on Investment and Impact

How do we understand the potential social and economic returns of a project like this one?

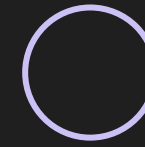
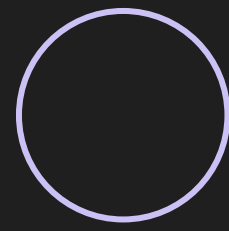
Market Research & Community Engagement

What is possible for the Arizona Museum of Natural History?

Visualizing the Future

How will the Arizona Museum of Natural History realize its vision?

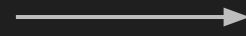
Funding Models



Work Completed To-Date

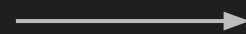
Work Done to Date

Strategic Plan and
Master Plan completed



Clear long-term vision
and direction established

Community engagement and
audience research completed



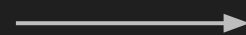
Strong participation
and validated demand

Market analysis and demand
projections completed



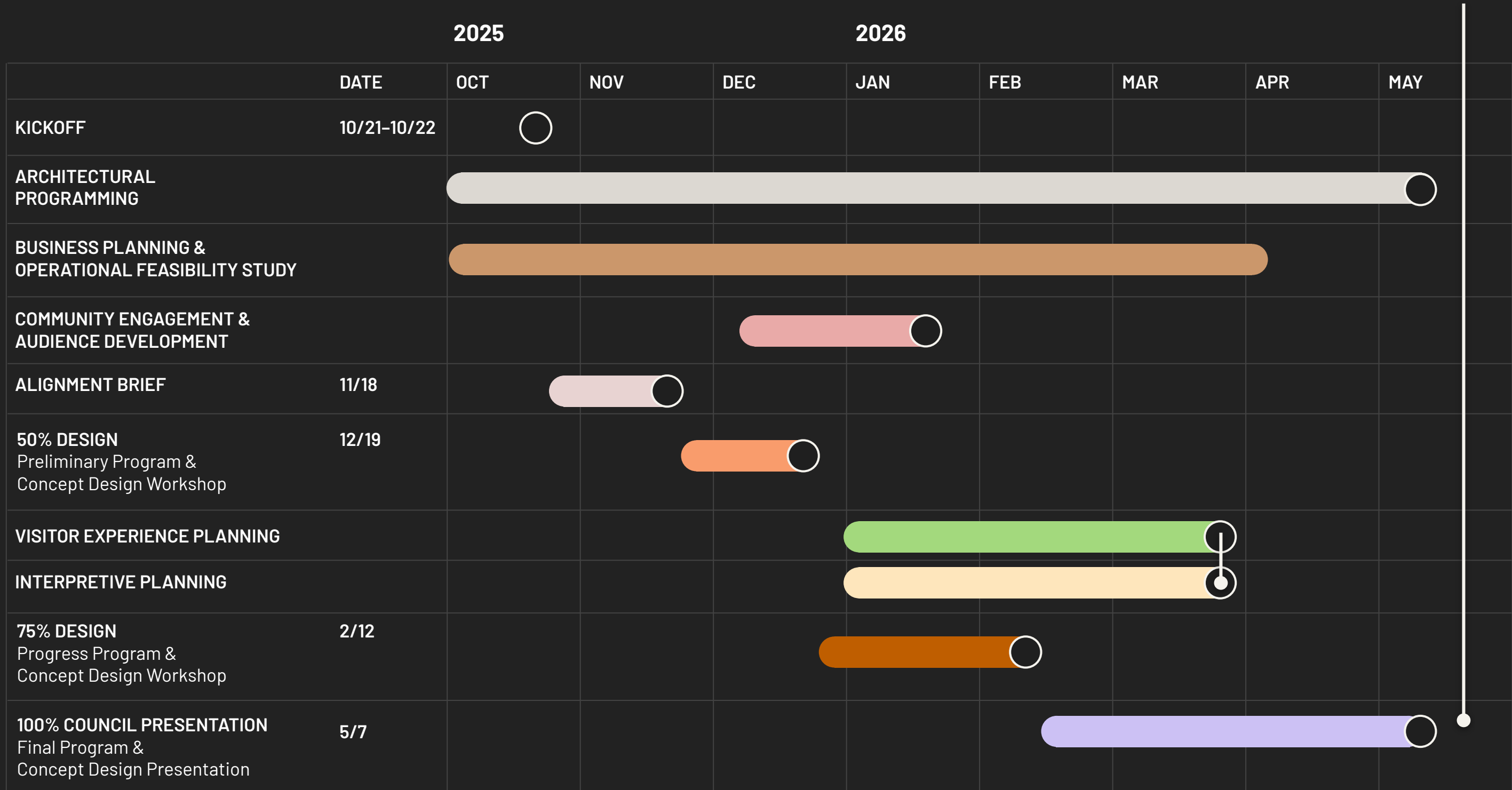
Distinct, world-class
concept established

Visitor experience and
interpretive framework defined



Phased approach aligned
to funding strategy

We Are Here!





2

Return on Investment and Impact

Why invest in a
world-class natural
history museum in
Mesa, Arizona?

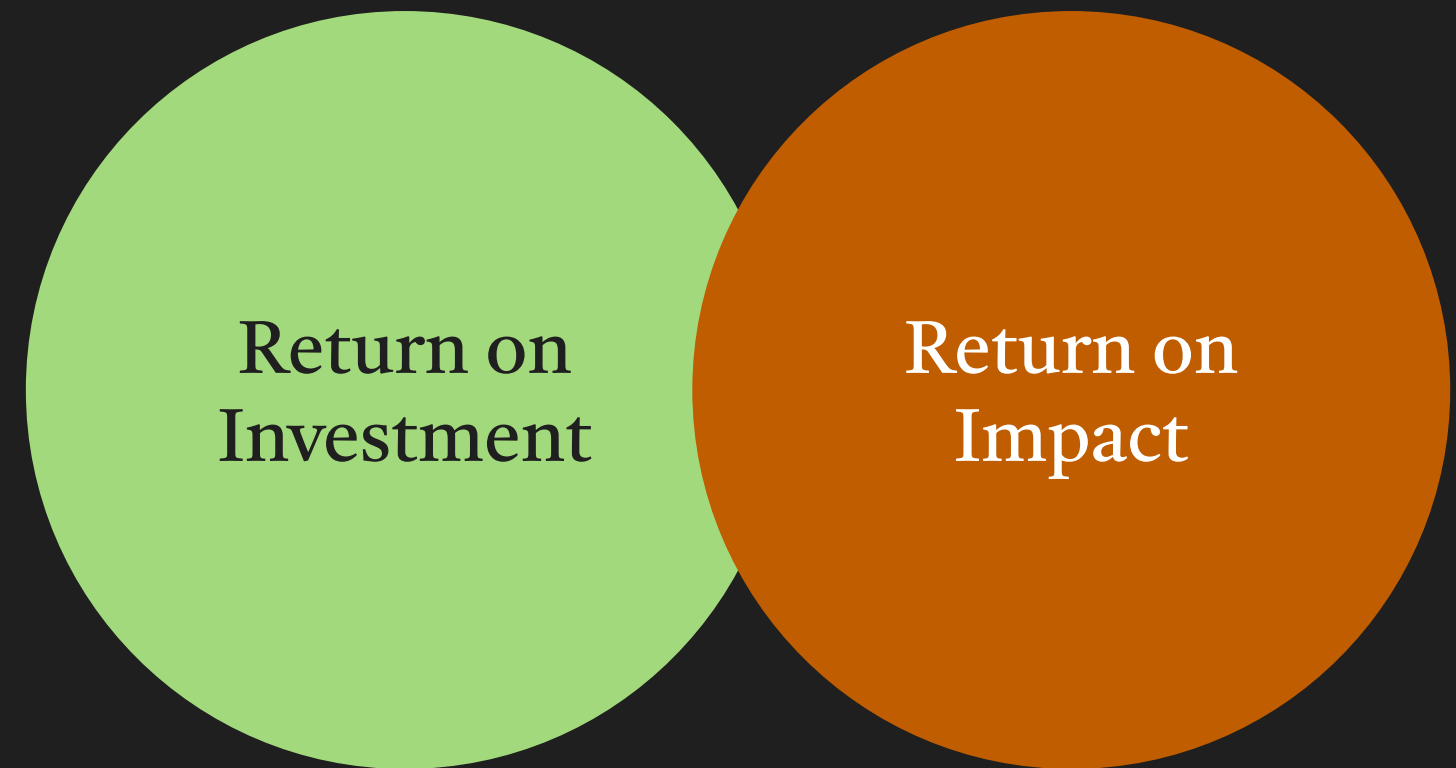
Maximizing ROI²

G&A Strategy's approach for business planning is to maximize the museum's return on impact and return on investment.

- Return on investment has two dimensions: the financial returns that sustain the museum and the broader economic and community impact that justify the investment.
- As a city-owned museum, Mesa can use AZMNH as an asset to deliver a return on investment for residents and taxpayers beyond the museum's walls.

ROI²

Build for the greatest impact on our mission, impact, and audience while remaining financially sustainable



AZMNH Today has the brand potential, market, and audience to be a top Valley attraction.

- Sits in one of the fastest-growing markets in the U.S. for population, tourism, and STEM
- The only city-owned natural history museum in the country carrying the brand potential of an entire state
- A 63K SF aging facility has capped the museum's ability to grow visitation, revenue, and impact
- Minimal contributed revenues, leaving one of the largest income sources in the museum industry untapped

AZMNH's opportunity is clear, but the current building and revenue model prevent the museum from meeting it

Key Facts & Figures

Annual Visitors

175k

Largest city municipal Natural History Museum in the country

Earned Revenue

\$1.8m

Heavily dependent on gate revenue and public support

Capture Rate

0.73%

Ranking 25th of 30 peers in attendance capture relative to Total Potential Audience

Tourist Mix

~10%

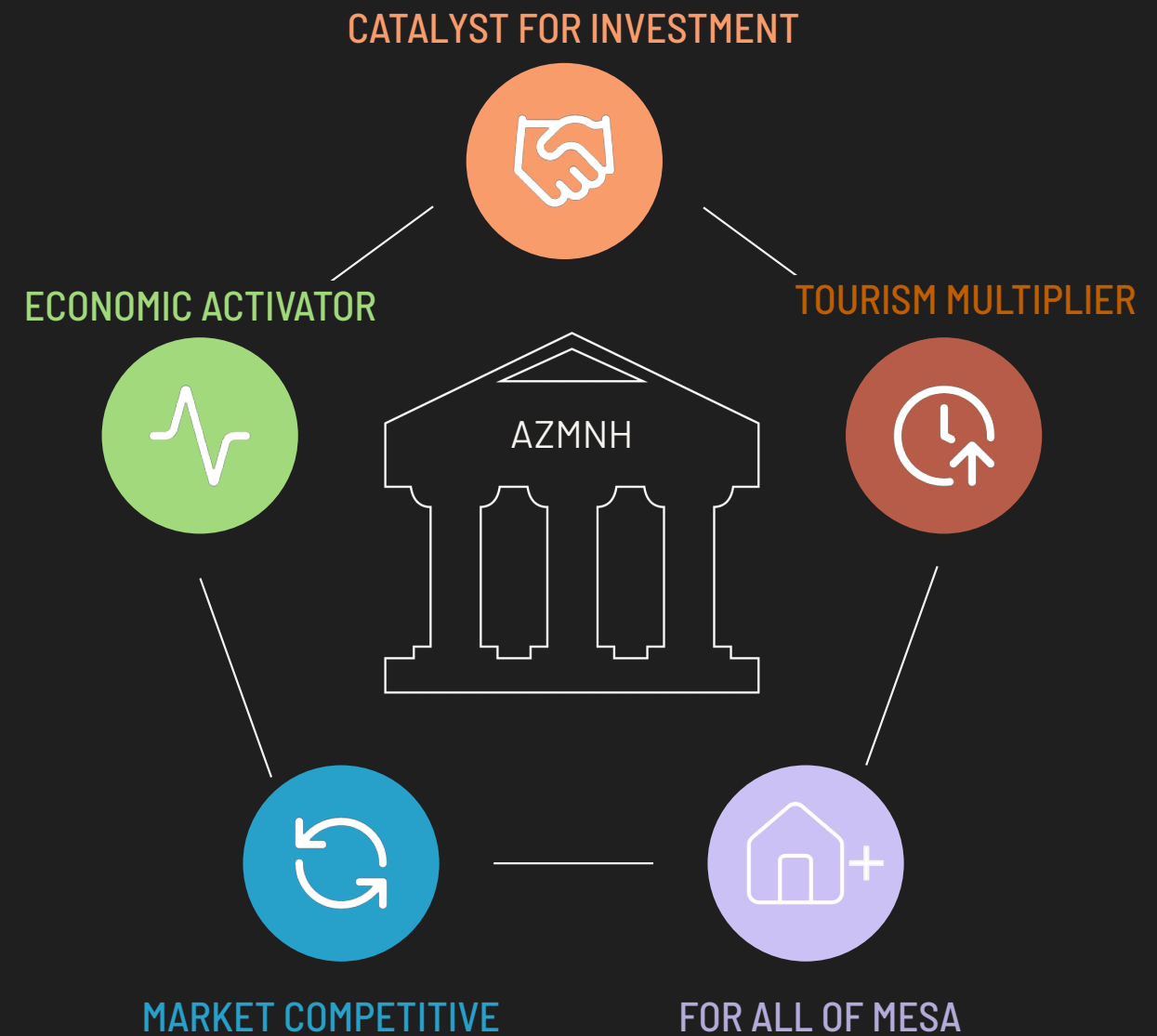
Tourists make up just over 10% of AZMNH's audience mix — far below the average of a typical Natural History Museum

Maximizing Mesa's Return on Investment means designing a project that delivers beyond its own walls.

Maximizing ROI for all of Mesa requires:

- A revenue strategy fit for the opportunity
- Driving new visitation from tourists and Valley residents to Mesa
- Turn museum visitors into Main Street customers for Mesa's restaurants, shops, and nightlife
- Catalyze private investment in downtown Mesa
- Deliver a community asset that serves Mesa residents and meets their needs

Maximizing Return on Investment



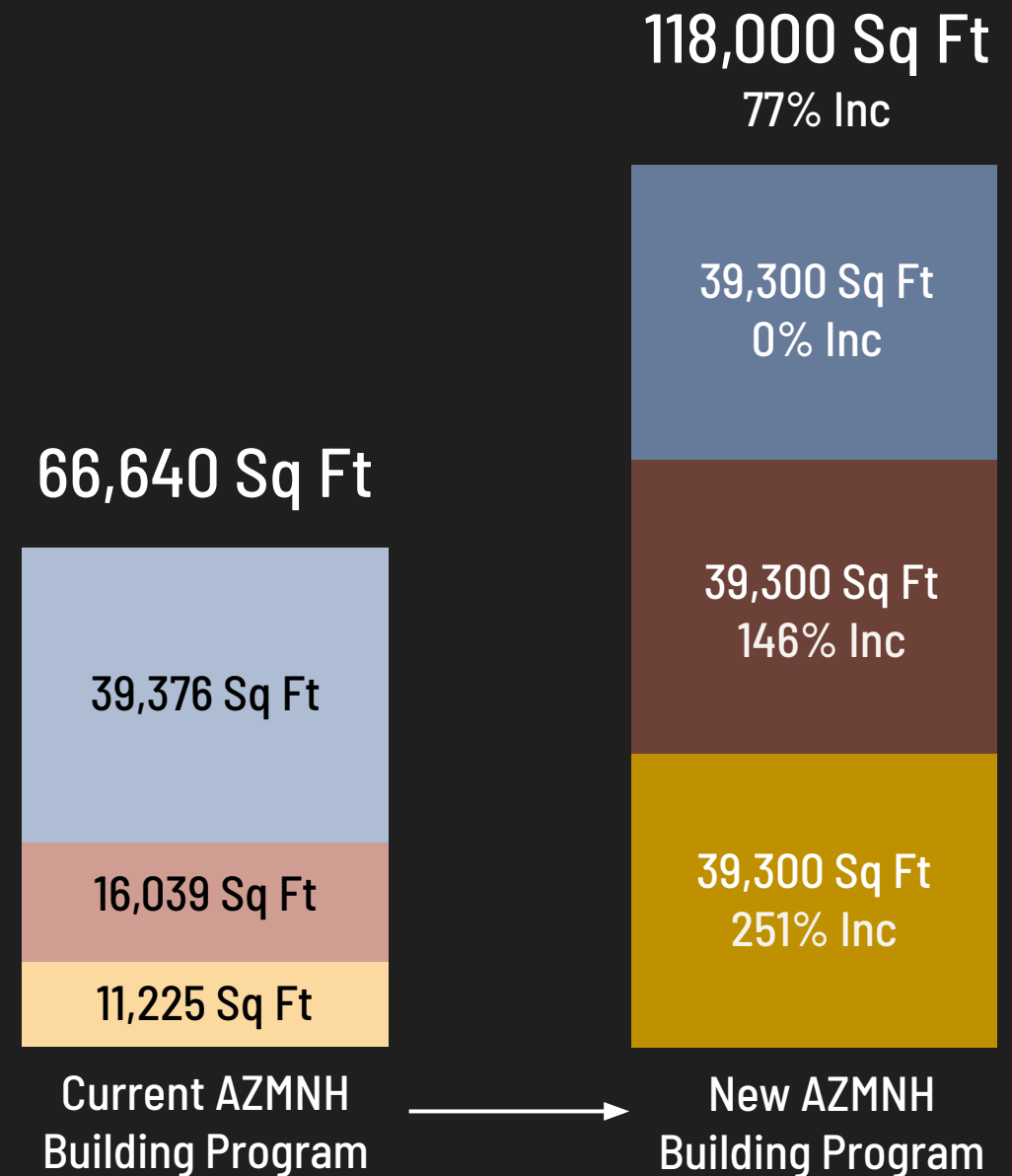
Last year we showed AZMNH needs more amenity and support space to maximize the ROI of the Museum

The Future Museum

- AZMNH already has the necessary exhibit space, but it lacks the amenity spaces that are critical for generating more earned revenue
- The new building plan also adds the program and classroom spaces that are needed to grow programs, student visitation, and serve more of the Mesa community's needs.

Legend

- Exhibit Spaces
- Front of House / Amenities
- Back of House

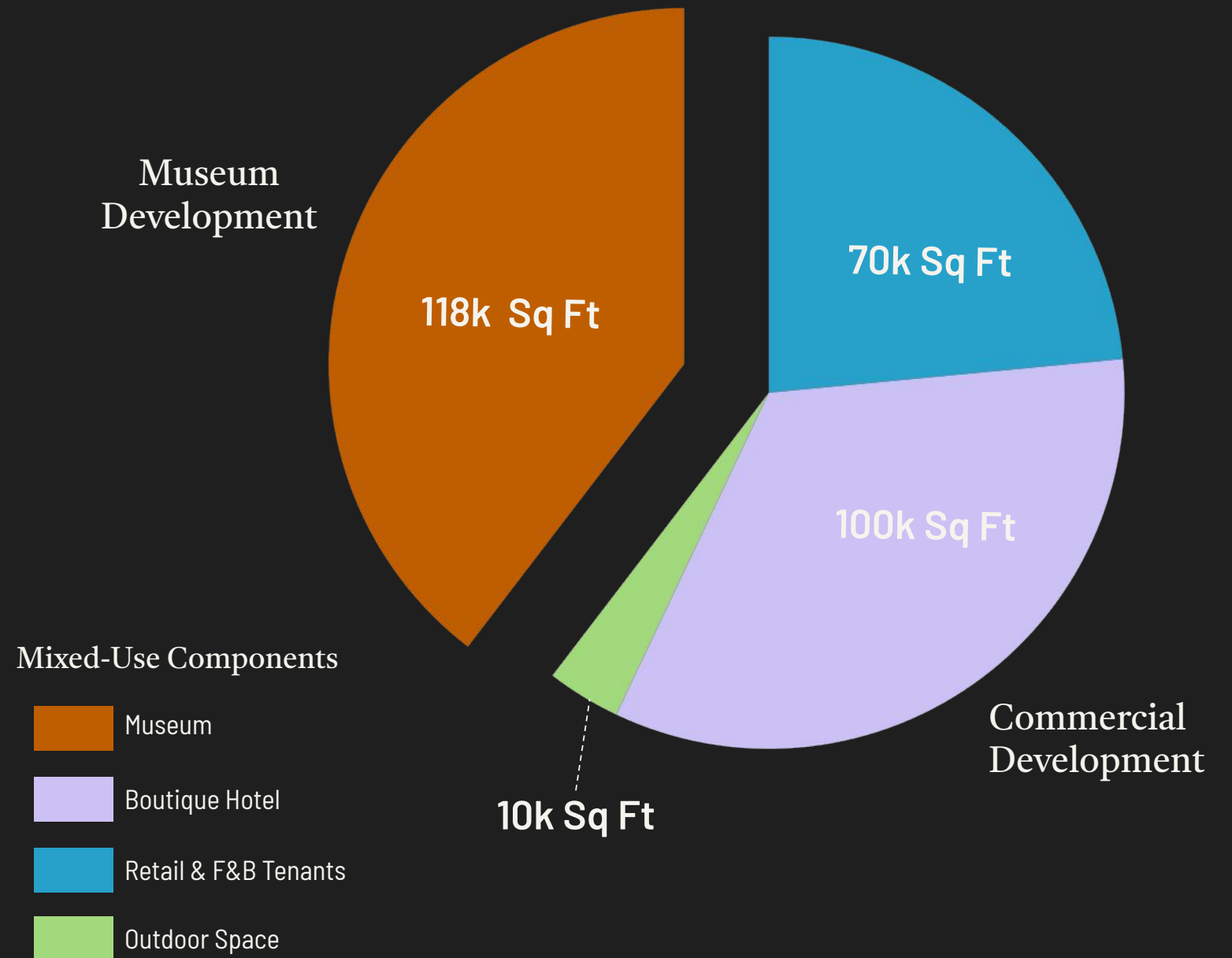


AZMNH can meet this opportunity by delivering more to Mesa residents and Valley tourists.

AZMNH's Mixed-Use Development

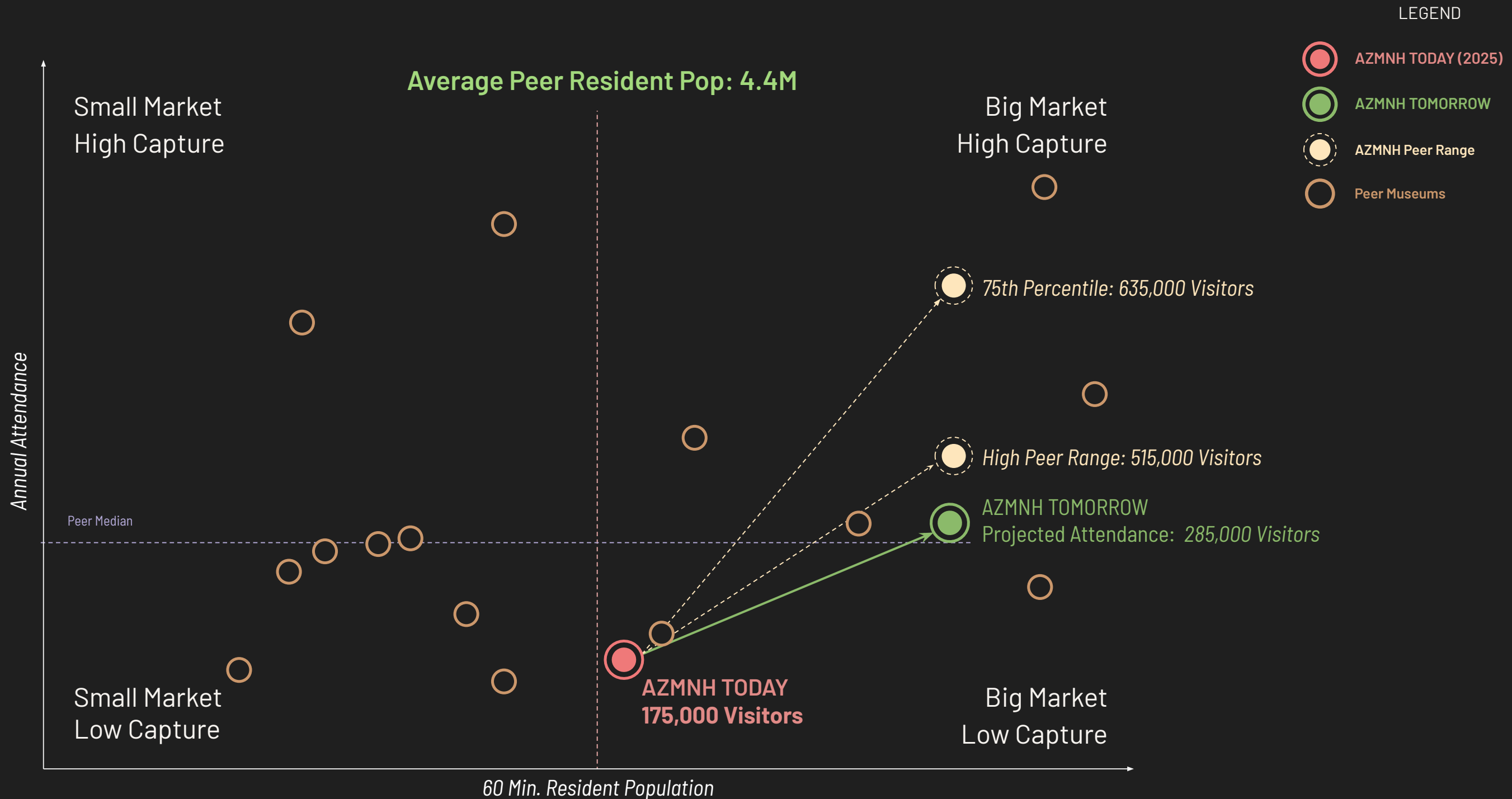
- 118K SF museum right-sized for the market and competitive with the region's top attractions
- Boutique hotel adds room nights that strengthen all of Mesa's experiential assets
- Dining and retail amenities designed to compliment the rest of the market's offering

The Future AZMNH
Total Footprint 288k Sq Ft*



* Commercial Footprint includes 170k sq ft of indoor space plus 10k sqft of commercial outdoor public space

Designing for the Valley's future audience positions AZMNH to achieve future attendance levels competitive with national peers and with potential for even greater visitation.



Sources: U.S. Census Bureau; Annual Reports; Form 990s; Various Tourism Reports

The future AZMNH will return new revenue, new visitors, and new private investment to downtown Mesa, while delivering greater impact than ever before.

285,000+

Annual Museum Visitors

Total campus visitation is substantially higher with hotel, event, dining, and conference guests.

1.5M+

Annual On-Site Visitors

Total on-site visitation across museum, hotel, retail, dining, and public events.

3x to 4x

Increase in Economic Impact

Mesa's arts and culture sector generates \$35.3M today. AZMNH adds nearly \$14M in net new annual impact.

Financial & Operating Return

- \$9.5M in projected Y1 revenue from a diversified earned revenue model
- Increased cost recovery for the City of Mesa
- Ability to host over 300 private events/year with rentable space ranging in capacity from 50 -1,100 guests
- Experiential retail and F&B creates \$400K in revenue annually

Return on Impact

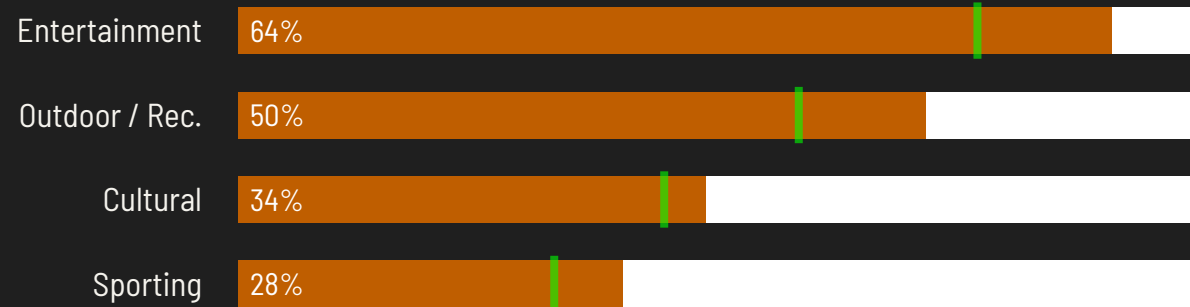
- Quality-of-life improvements that come with having a world-class cultural amenity
- Positions downtown Mesa as active science destination, visible to every visitor
- World-class amenities factor into where companies relocate and where talent chooses to live
- Direct STEM pipeline to Mesa's growing tech and aerospace employers

Sources: AE6 Americans for the Arts

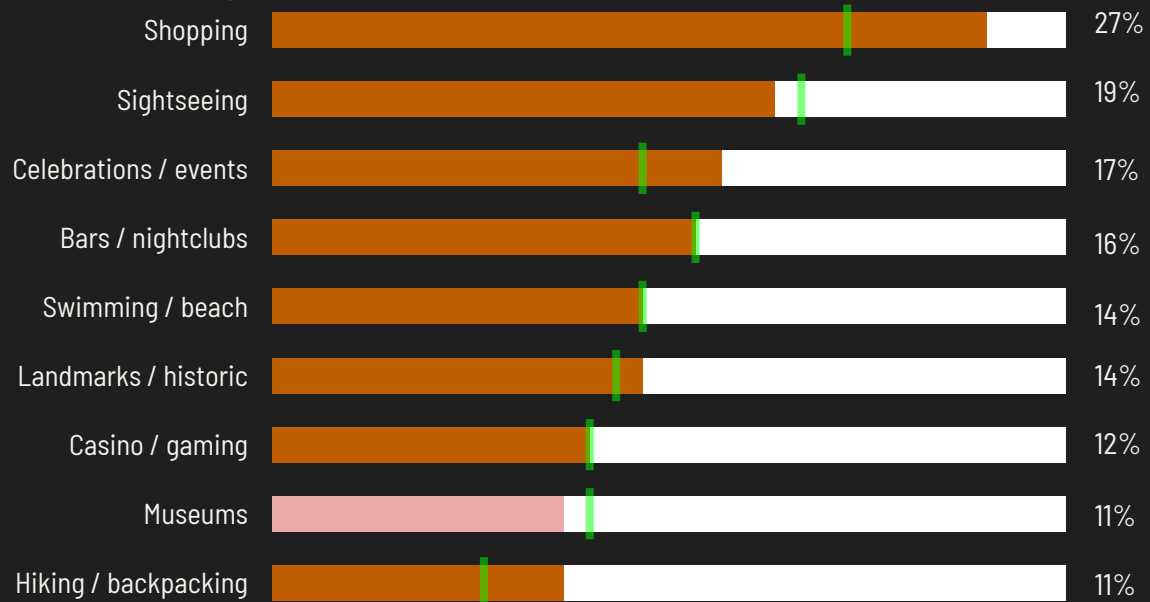
The Valley tourist is active, engaged, and spending money on a variety of offerings. The future AZMNH is positioned to drive a greater share of this spending to Mesa.

WHAT THEY DO

ACTIVITY PARTICIPATION (Valley vs U.S. NORM)



TOP ACTIVITIES (Valley vs U.S. NORM)



Orange Bar = Phoenix Valley Participation
Green Line = U.S. Norm

HOW THEY SPEND

\$170 /day
3.4 Nights Avg. = ~\$578 per trip

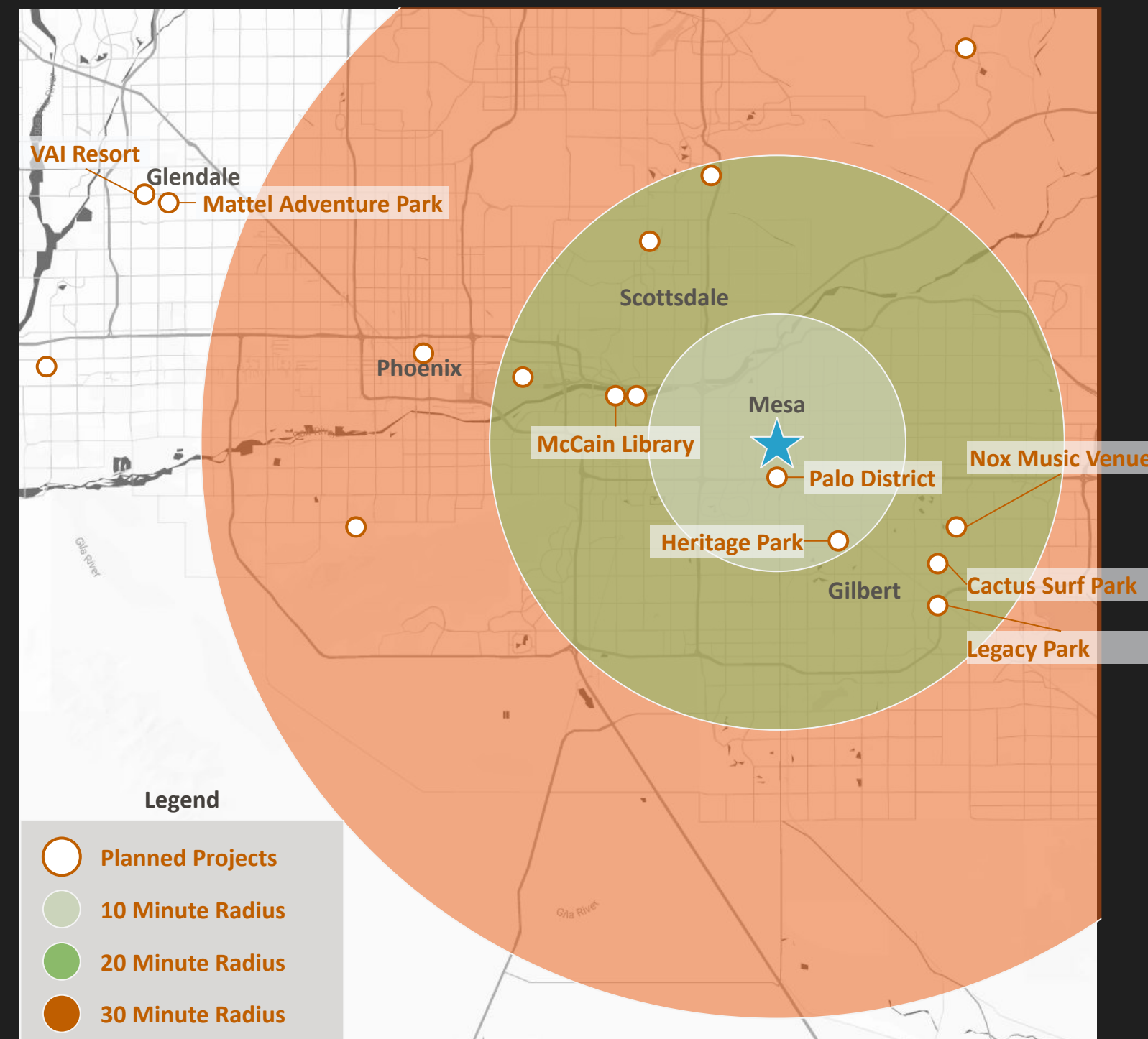
Lodging	\$59	34.5%
Food & Beverage	\$45	26.6%
Retail & Shopping	\$27	15.8%
Transportation	\$24	14.2%
Entertainment	\$15	8.9%

Sources: Arizona Office of Tourism; Longwoods International Travel USA; VisitPhoenix; VisitMesa

Over \$8B in experience investment is reshaping the Valley, proving the demand and ROI of the experiential economy.

Mesa's downtown is missing the anchor attraction that turns pass-through visitors into overnight guests.

- The future AZMNH will drive new tourism to Mesa while keeping existing tourist dollars in Mesa longer.
- Cultural tourists spend 38% more per day and stay 22% longer than average travelers.



Sources: Phoenix Business Journal

Leveraging the Valley's STEM Economy delivers on both Return on Investment and Return on Impact.

The Valley's STEM Economy

\$300B+ Announced STEM capital investment since 2020 across semiconductor, data center, aerospace, biotech, and advanced manufacturing

#1 U.S. metro for semiconductor expansion investment; 35 manufacturers and 181 suppliers in the Phoenix ecosystem (CBRE 2025)

\$34B Projected new STEM-sector jobs across committed projects, at an average wage of \$95,928 (ACA FY2025)

212k+ New investment committed in FY2025 alone, setting a new annual record for the state (Arizona Commerce Authority)

\$24.2B Mesa's active economic development pipeline alone: 202 projects, 39,319 jobs across semiconductor, aerospace, biotech, and manufacturing

AZMNH sits at the center of the fastest-growing STEM economy in the country and has barely scratched the surface of its strategic partnership potential.

Sources: Phoenix Business Journal

Case Study — Weiss Energy Hall

HMNS anchors a museum district where cultural investment drives private investment into residential, commercial, and hospitality developments across the district.

Project Facts

- \$40M Project Budget | \$1,335 per Sq Ft
- 30,000 Sq Ft Exhibit Expansion
- Funding from virtually every Houston-based energy company, 35+ in total including ExxonMobil, Chevron, Shell, and ConocoPhillips

Partnership Outcomes

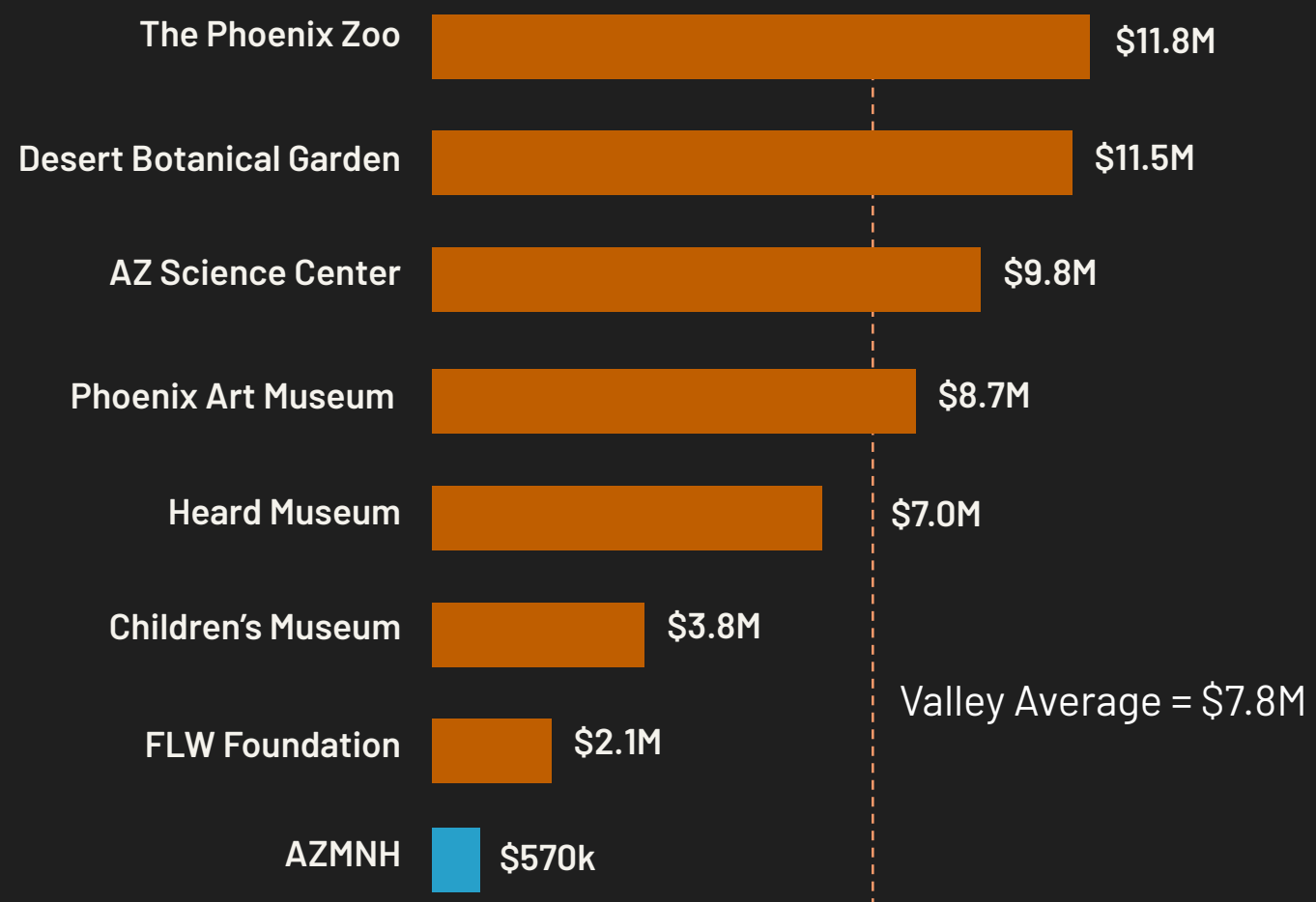
- Careers in Energy — sponsored by Simmons & Company; interactive career aptitude quiz showing salary, growth, and job availability
- Corporate programs & industry events — energy companies fund workforce development programs, sustainability workshops, and host networking events in the hall
- STEM grants — Kinder Morgan: \$100K/yr x 5 years for underserved youth education



AZMNH operates with virtually no philanthropic support, leaving one of the largest revenue sources in the museum industry untapped.

Without contributed income, AZMNH is overly reliant on admissions and city funding, suppressing both its financial performance and its impact potential.

Average Annual Contributed Income
Valley Metro Museums and Cultural Attractions



Sources: City of Mesa; Tax Form 990 from FY22, FY23, and FY24

How Investing in AZMNH elevates all of Mesa

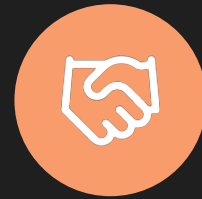


ECONOMIC ACTIVATOR

New Demand Pushed Outward

Fills gaps in Mesa's market and pushes new visitation outward to Main Street, dining, and nightlife.

- 500-person wedding releases guests onto Main Street nightlife at 10pm
- Private event spaces serving 50-1,100 – capacities that don't currently exist downtown
- Museum F&B and retail fill market gaps, not duplicating existing Mesa businesses



CATALYST FOR INVESTMENT

Drive new private investment for Mesa

A world-class museum is the anchor that attracts private investment in hotel, retail, and restaurants.

- Public-private partnerships allow the city to promote development and enable the private sector to flourish
- The MAC is a proven case study: a public anchor that unlocked 20 years of surrounding private investment



TOURISM MULTIPLIER

Half-Day to Full-Day to Overnight

Co-located hotel and conference infrastructure extend visits and create new overnight stays.

- Morning: museum → afternoon: Main Street dining and shopping → evening: nightlife & hotel stay
- New hotel makes Mesa a stronger, greater sell to larger potential conventions and AZMNH provides the experience space for off-site events and leisure time
- Allows for multi-day citizen science programs and conferences the current building can't host



COMPETITIVE POSITIONING

Mesa's Moment

Competitors are actively investing in this space – Mesa's advantage is now, not later.

- Cultural and attraction investment in the Valley is as competitive as it has ever been
- The Valley cultural tourist is active and outgoing, but requires delivering a visitor experience
- Mesa becomes the only Valley city synonymous with the Sonoran Desert ecosystem



3

Community Engagement

How do we understand community needs and motivations?

Community Engagement

Building on the Master Plan, this phase of work engaged 650 people through two surveys and one in-person event.

Outcomes of these engagements are supported by extensive market research and data-informed projections.

Outcomes reveal:

- AZMNH is highly valued by a strong, loyal audience.
- Visitors want more adult-focused programming while maintaining appeal for children.
- There is a strong desire to preserve the museum's unique, beloved features: dinosaurs!
- At the same time, audiences support facility upgrades and new amenities.
- Cost of living concerns highlight the need to shape the project to maximize positive economic impact.



Two Surveys

518 responses indicate a strong and loyal audience base for AZMNH, reinforcing its reputation as a beloved institution. Visitors want to retain its distinctive character while recognizing the need for change and renewal.

Respondents are **avid and enthusiastic museum-goers** in a region where attendance at cultural institutions is lower than average.

Visitors feel that once they've seen everything the museum has to offer, there is little reason to return, **supporting the need for additional space for temporary exhibitions and the development of permanent exhibits designed to reward repeat visitation.**

Respondents prioritized the need to **appeal to children** while also expressing **desire for programming** and **experiences targeted to adults**, something they feel is currently lacking.

Visitors expressed strong interest in **preserving AZMNH's unique character** (and especially its dinosaurs) and were concerned that beloved features would be eliminated.

At the same time, respondents expressed **desire for new amenities and upgraded facilities**, recognizing the need for renewal.

Respondents want **stronger representation of Arizona's regional character** and expressed a desire for **deeper collaboration with and representation of local Indigenous groups.**

The survey highlighted the need for **targeted outreach to key audiences in future phases, specifically children, educators, out-of-state visitors, and Hispanic residents.**

In-Person Event

Visitors had clear preferences when it came to selecting among the images of other museums and exhibitions. The most popular images involved immersive, multisensory, and playful spaces involving movement and tactility (and, of course, dinosaurs).



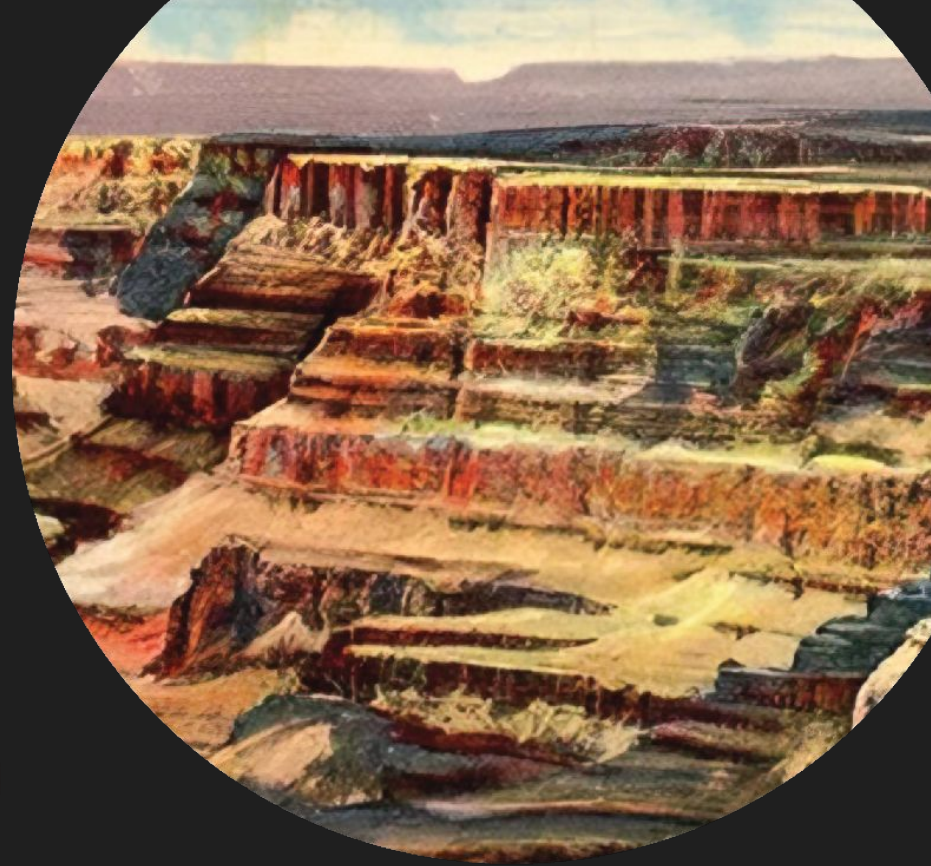
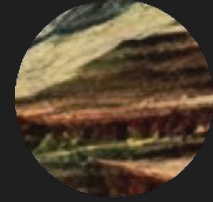
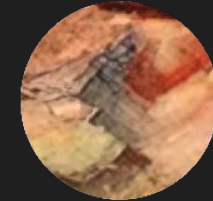
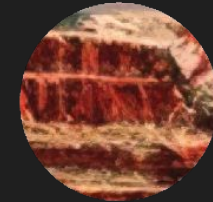


Focus on Future Audiences

While AZMNH has a strong local following today, we're building for tomorrow. The region is growing rapidly, museums are evolving, and AZMNH must position itself as a forward-thinking institution ready to serve the future generations of the region.

Preserve Uniquely Mesa

The museum will draw visitors from around the world while maintaining a distinctly local flavor—capturing Mesa's character and quirks while addressing global questions through a uniquely Arizona perspective.



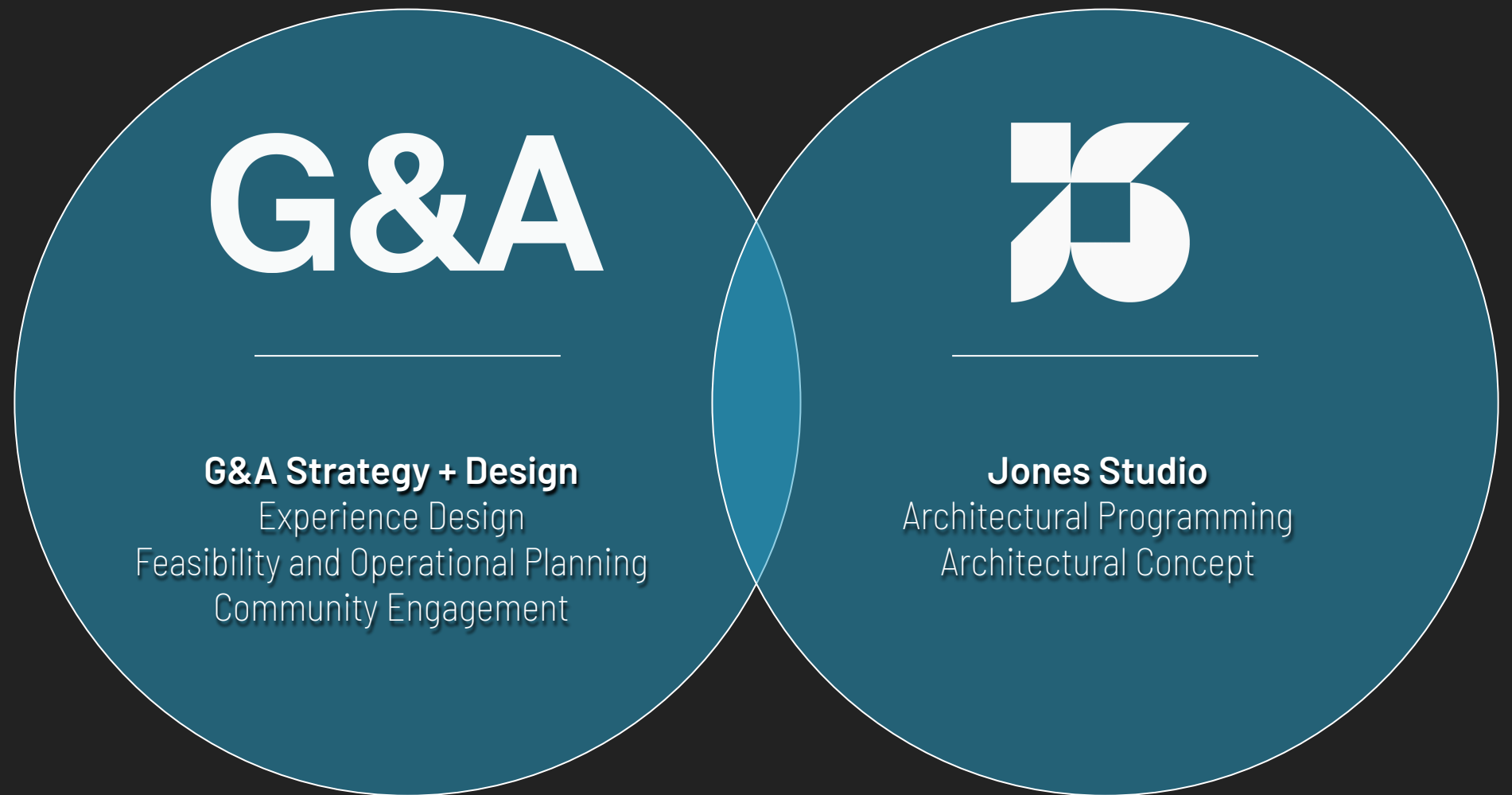
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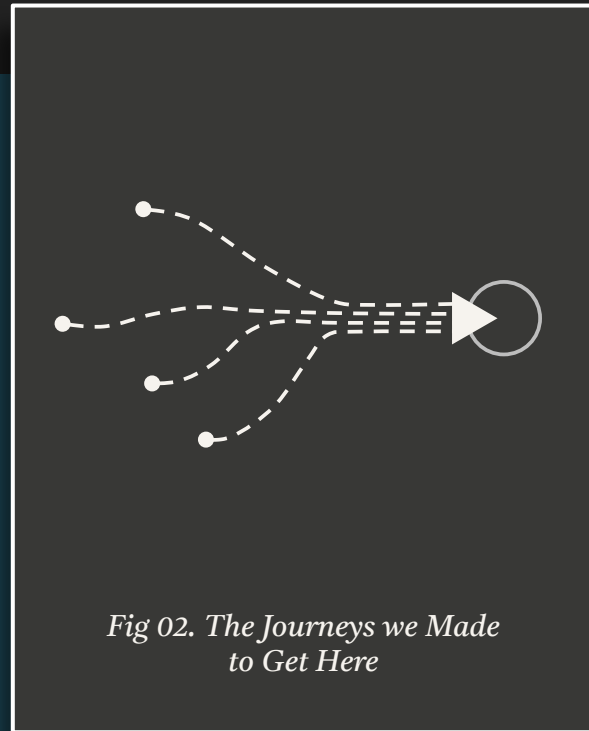
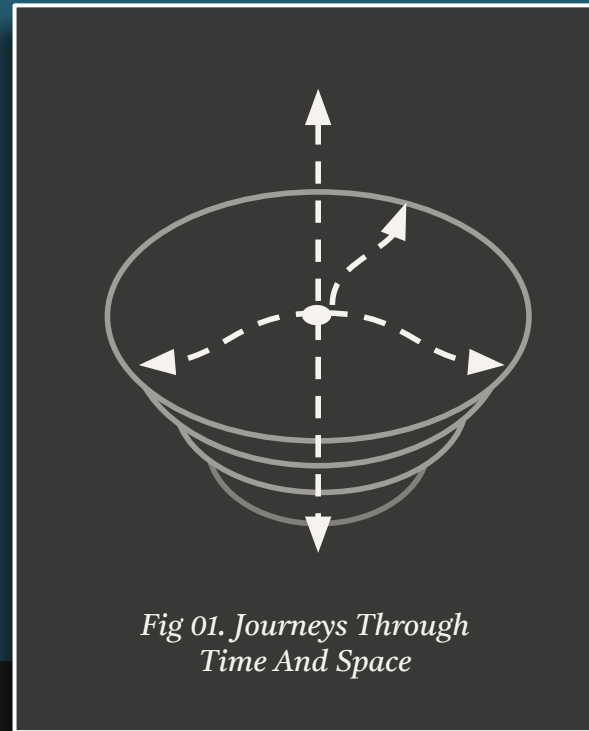
Architecture & Experience Design

What is possible for the Arizona Museum of Natural History?

This is not a typical museum.

This project is being shaped by a unique partnership between architecture, storytelling and exhibition design, generating a one-of-a-kind holistic museum experience.





Architecture + Experience Design + Storytelling

Journeys of Discovery

Past, Present and Future

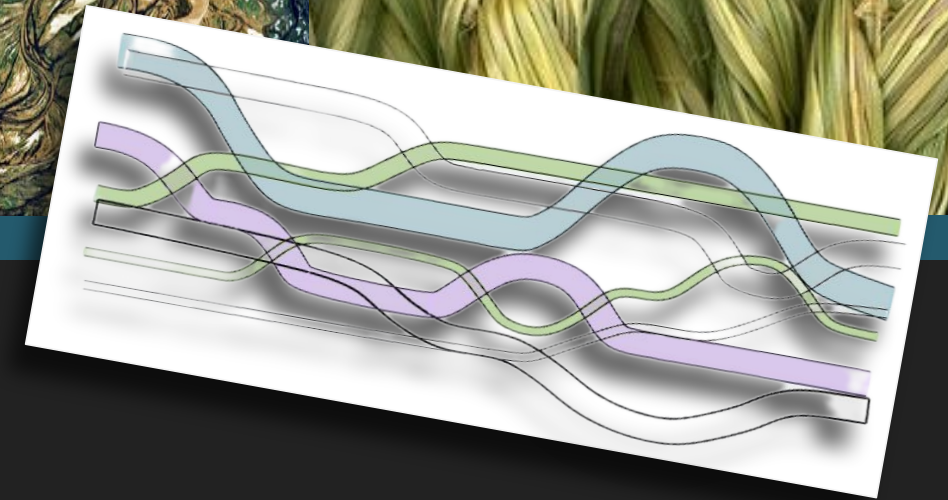
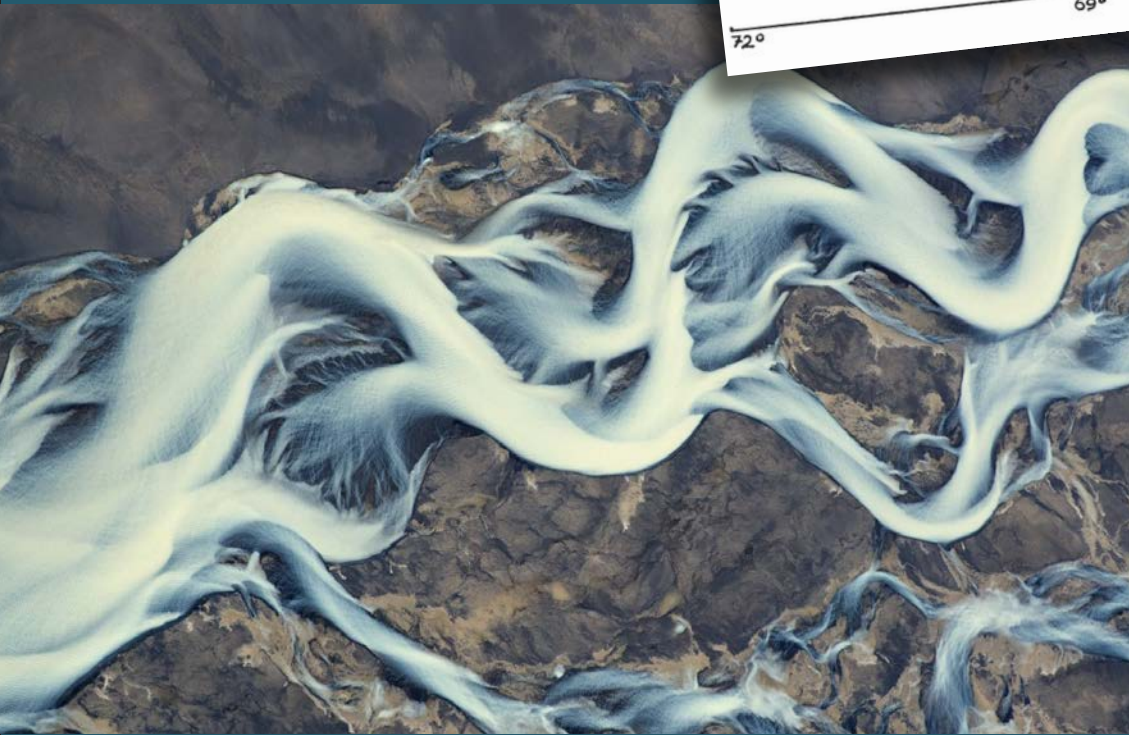
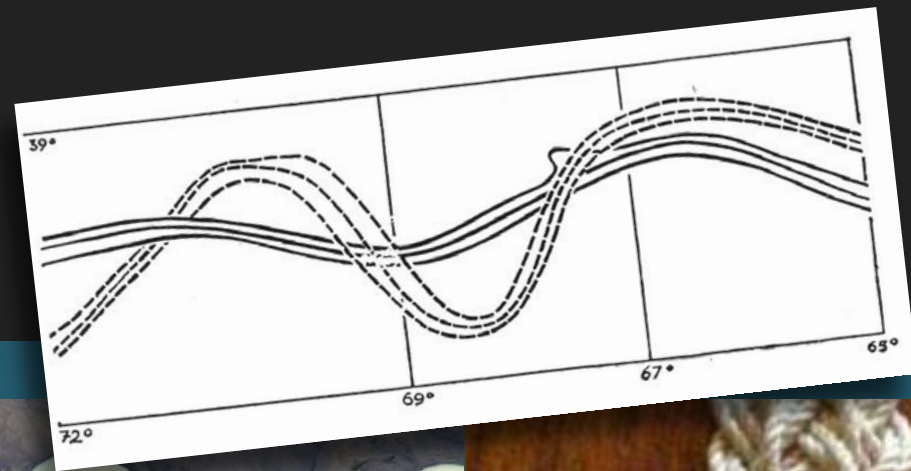


Architecture + Experience Design + Storytelling

Inspired by Arizona

Past, Present and Future





Storytelling

Braided Rivers

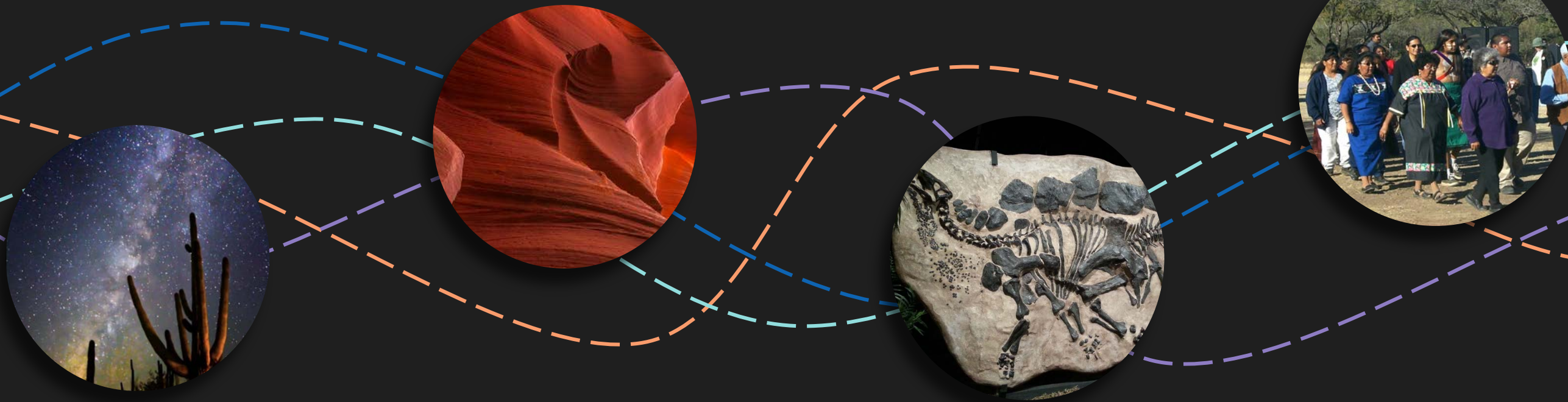
Journeys of Discovery
Along Pathways of Interconnected Themes

Braided Rivers: Intersecting Themes

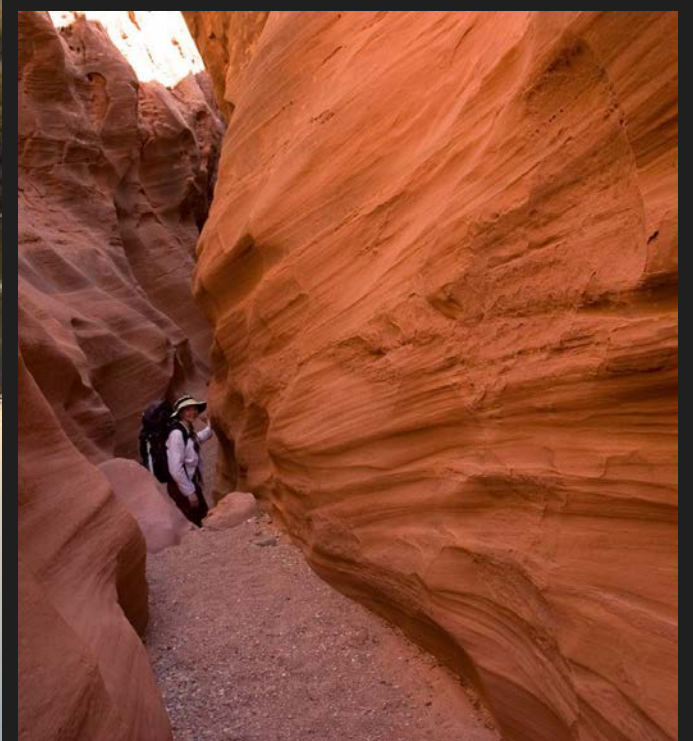
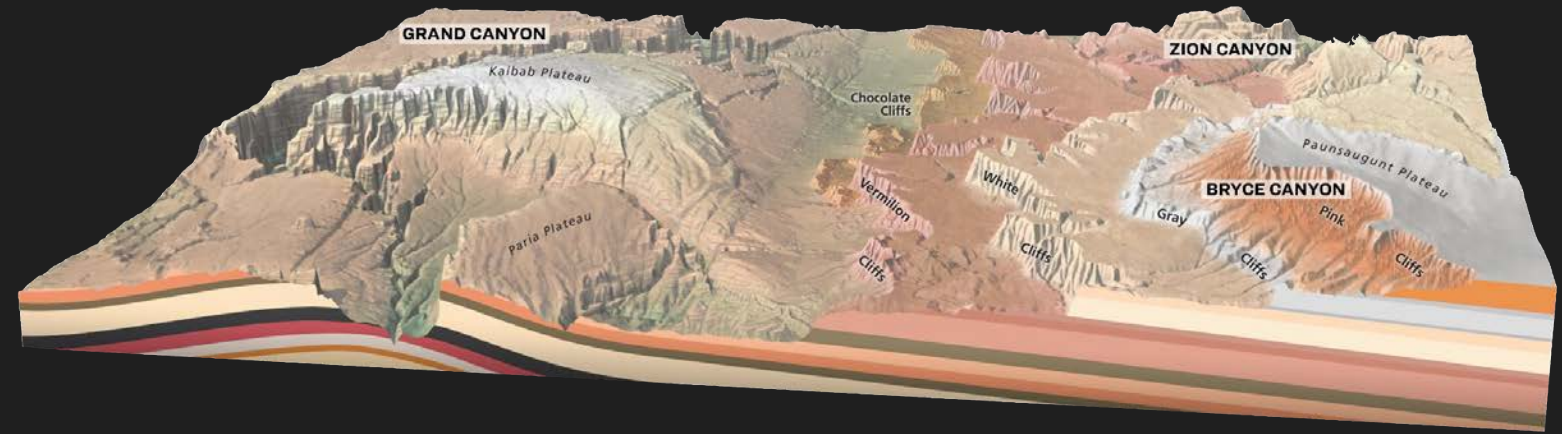
The storytelling of the new AZMNH is built around four cross-cutting themes that transcend traditional disciplinary boundaries. Rather than organizing the museum by subject alone, this approach makes each topic more accessible and approachable, while emphasizing the deep connections between them, reflecting the fundamental truth that the earth, life, and human culture are inextricably intertwined.

Main themes

- **Cosmos:** Our place in the universe, and how forces beyond our planet have shaped life on Earth
- **Earth:** How our planet has transformed over billions of years, forging the conditions that made life possible
- **Life:** The evolution, behavior, and remarkable adaptability of living things across the history of Earth
- **People:** The evolution, migration, and diversity of cultures and beliefs that define our human story

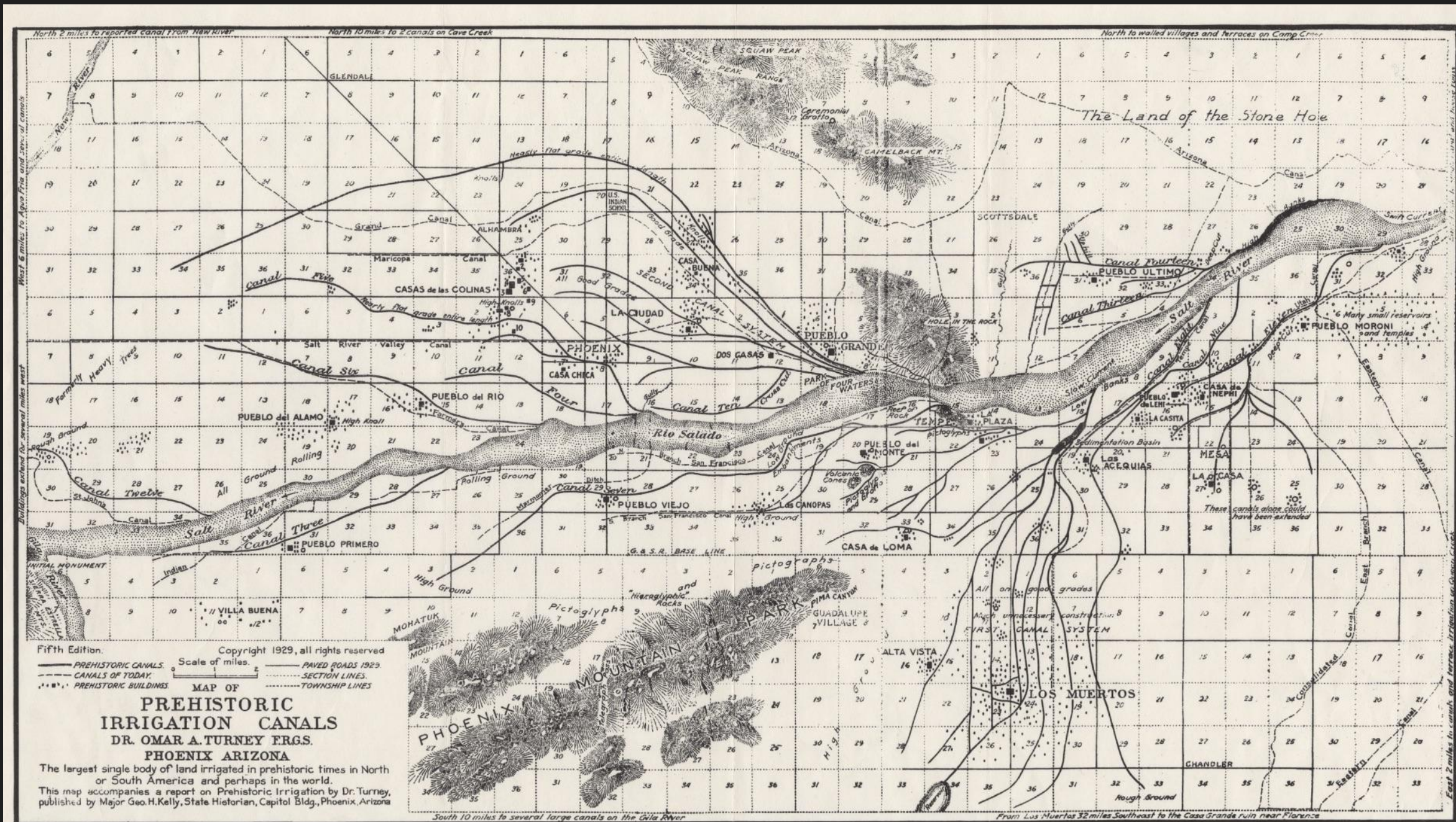


Architecture inspired by *Place* geology and time



Architecture inspired by Place

learning from the wisdom of those who lived here before us

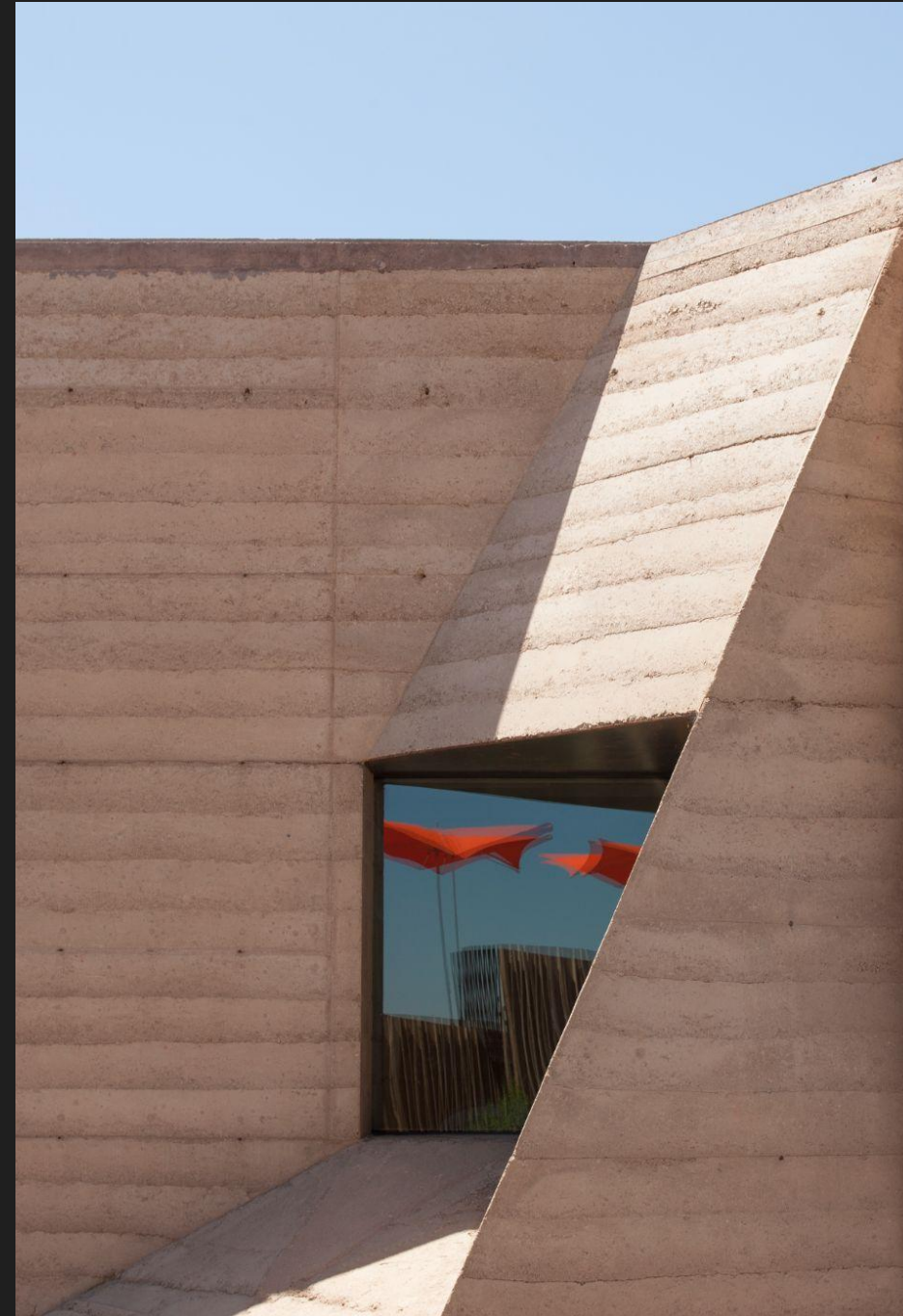


Canal Building in the Salt River Valley with a stone hoe held in the hand without a handle. These were the original engineers, the true pioneers who built, used and abandoned a canal system when London and Paris were a cluster of wild huts.

Architecture inspired by *Place* stewards of our most precious resource

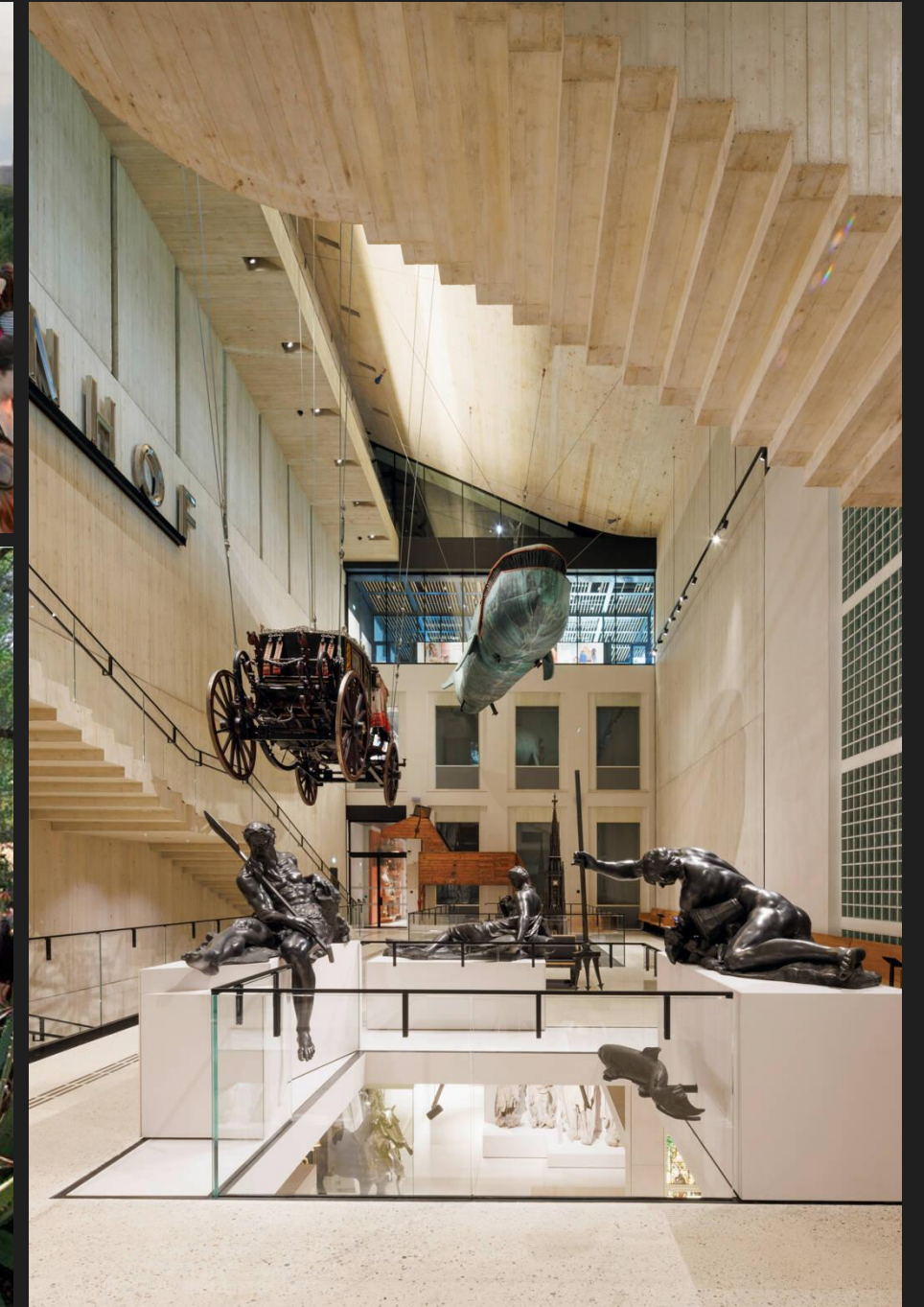


Architecture inspired by *Place* natural building materials and landscape



Architecture inspired by *Place*

Indoor - outdoor spaces and vertical ascension through time



Architecture inspired by *Place* natural respite from the sun – and *uniquely mesa*





Photo credit: Alan Stark

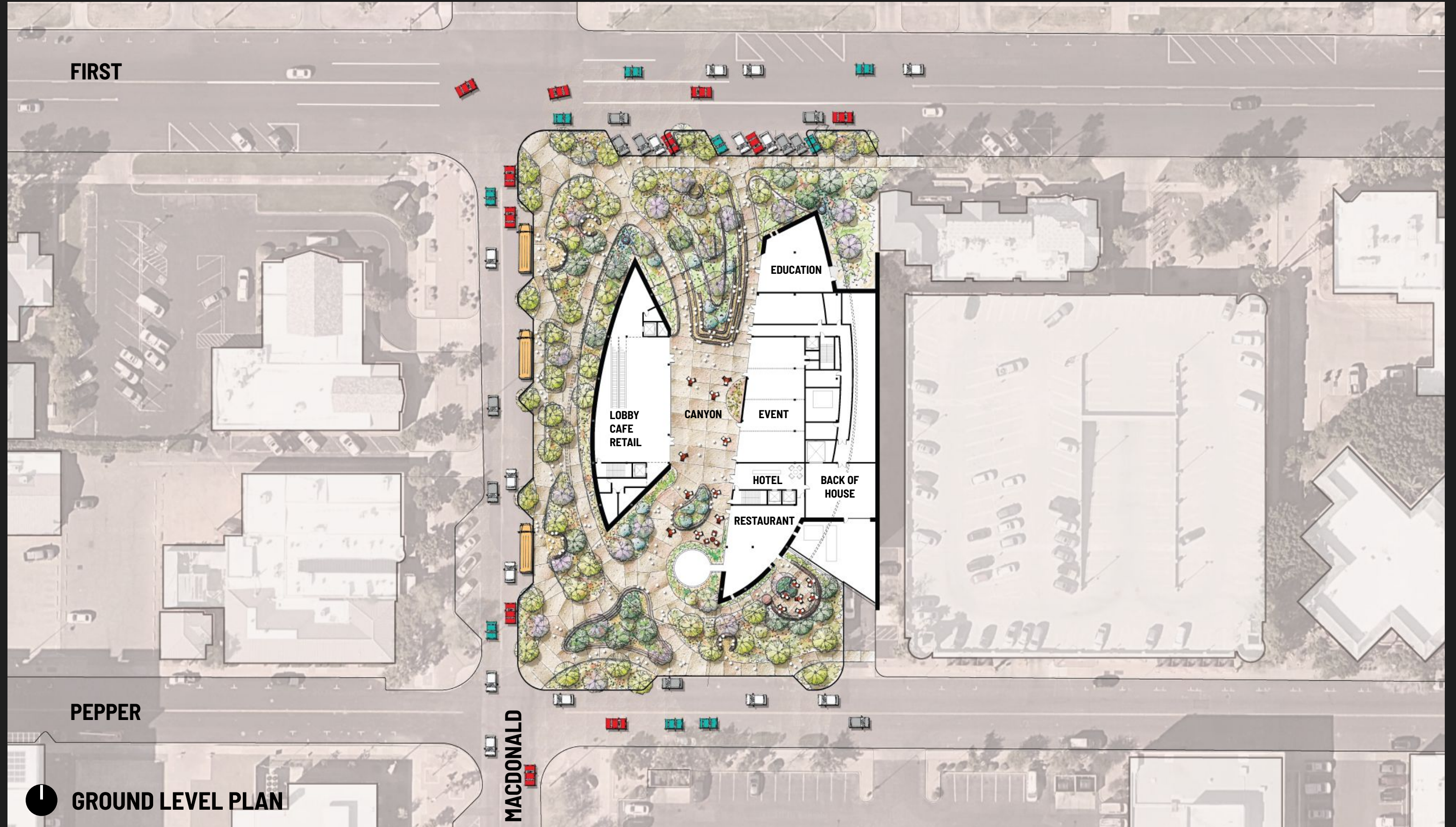


At AZMNH, your Journey of Discovery starts HERE ...

... at this museum, here in Mesa, within the unique ecosystem of the Salt and Gila River watersheds, a particular desert river valley which is home to a diverse array of life and a long history of human habitation.

Your Journey of Discovery starts NOW ...

... in this historical moment of rapid change, shaped by the deep geological and ecological history of this place, a long and ongoing history of human culture and interaction with this environment, and by the choices we continue to make every day for our shared future.



FIRST

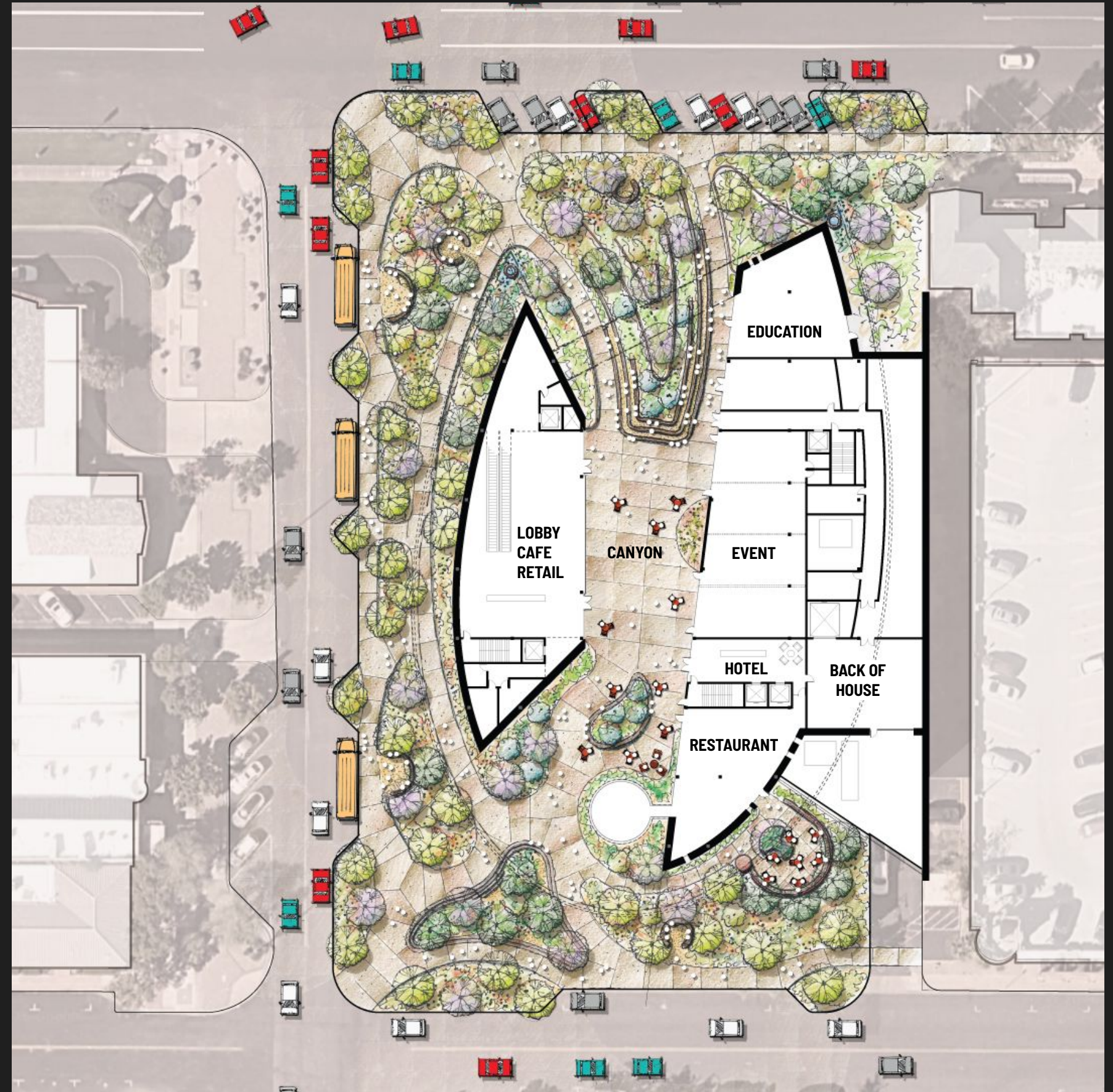
PEPPER

MACDONALD

GROUND LEVEL PLAN

Desert Landscape

- Retention Gardens
- Shaded Gathering Spaces

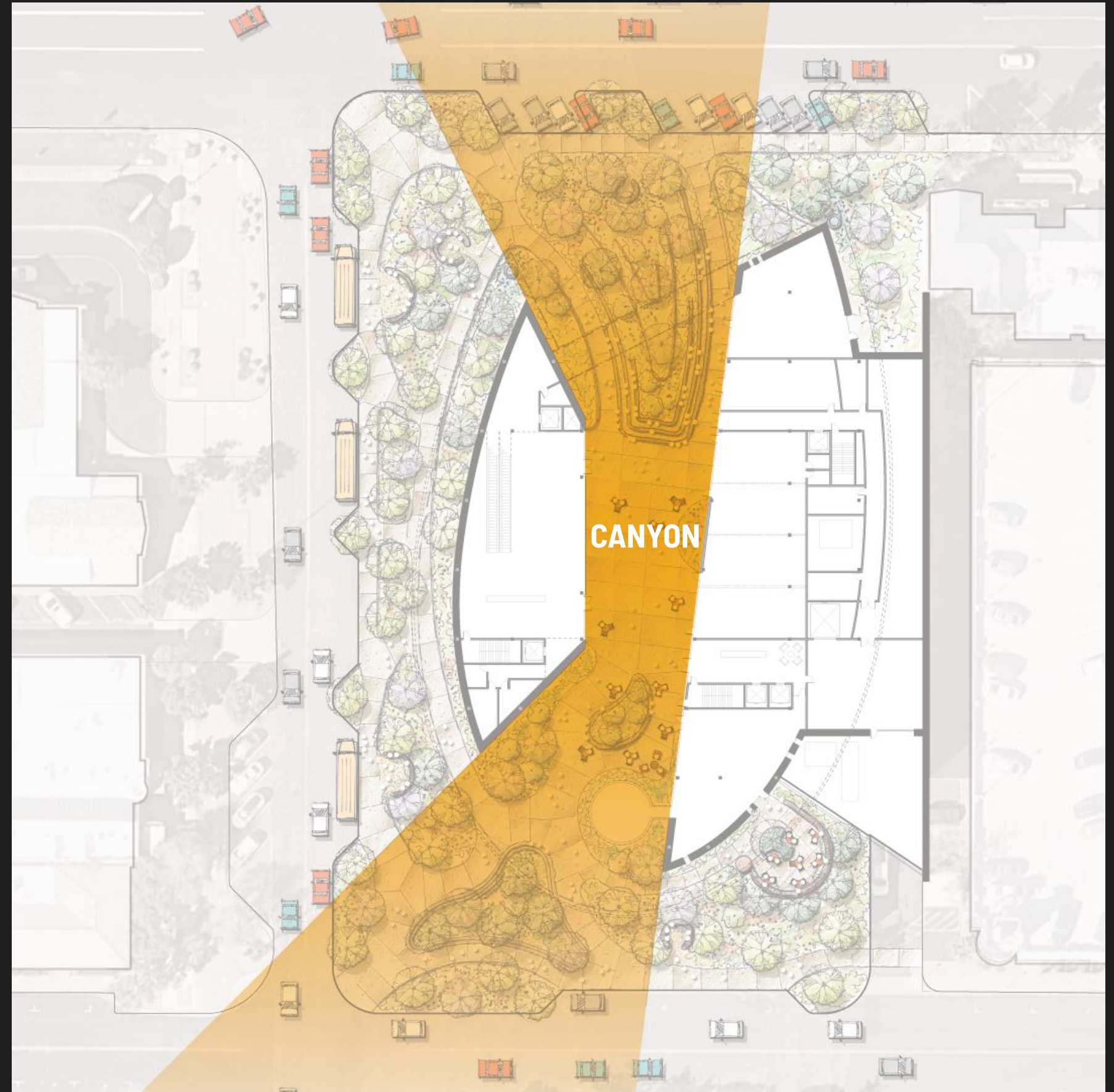


Desert Landscape

- *Retention Gardens*
- *Shaded Gathering Spaces*

Canyon & Public Realm

- *Shaded Outdoor Space*
- *Open to the Public*



Desert Landscape

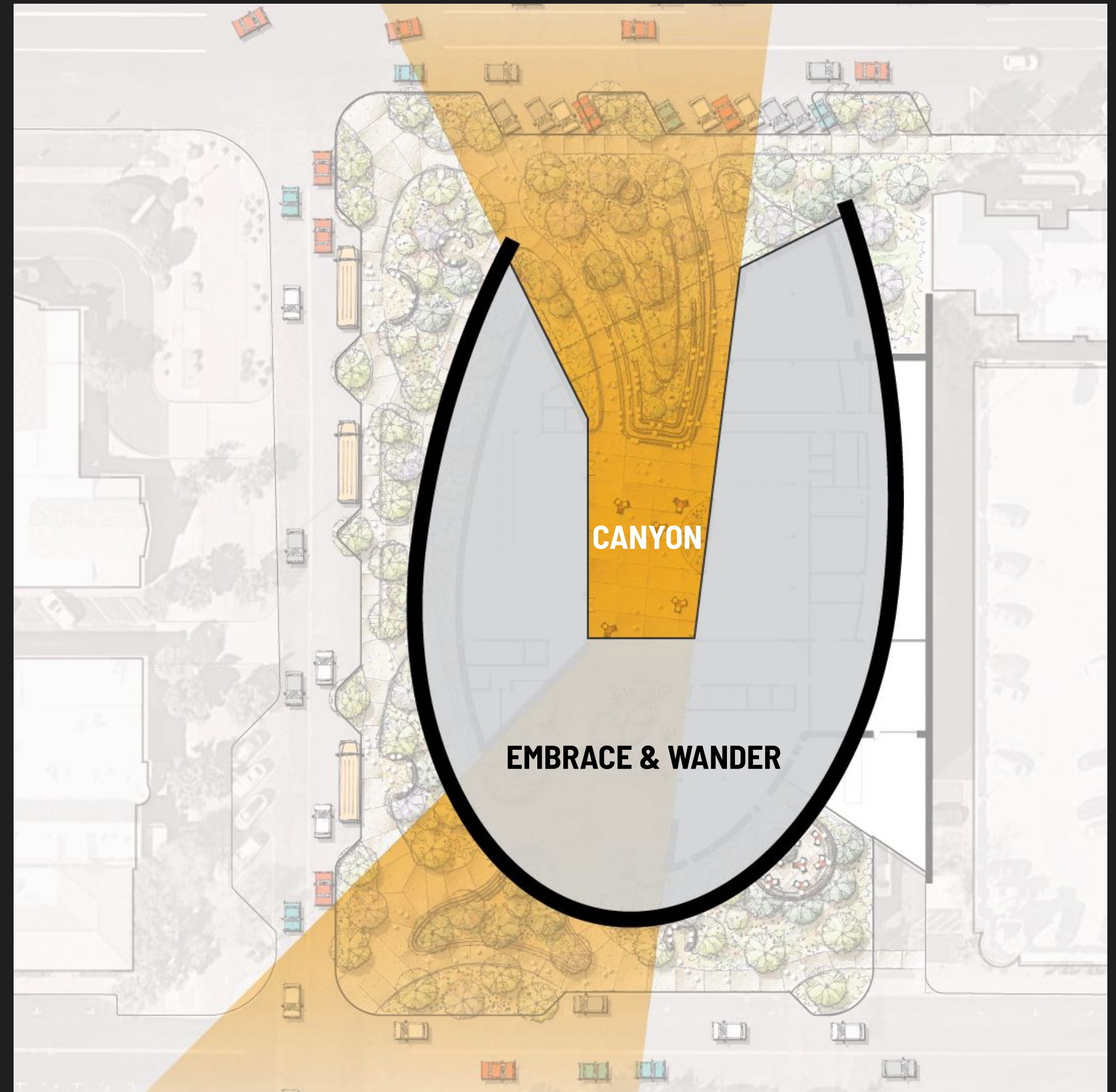
- *Retention Gardens*
- *Shaded Gathering Spaces*

Canyon & Public Realm

- *Shaded Outdoor Space*
- *Open to the Public*

Embrace & Wander

- *Optimizing Daylight*
- *Thermal Performance*
- *Journey of Discovery*



Desert Landscape

- *Retention Gardens*
- *Shaded Gathering Spaces*

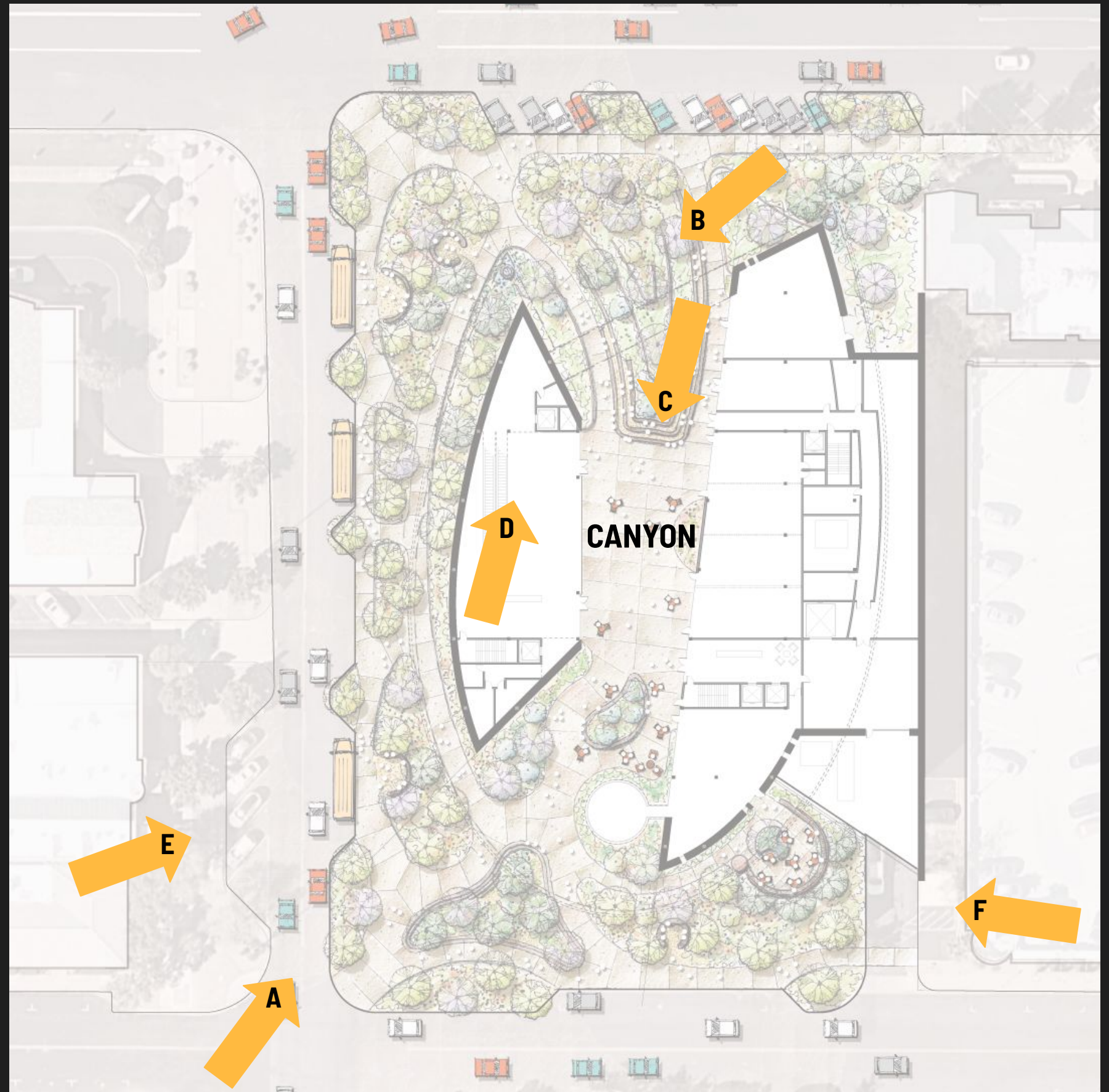
Canyon & Public Realm

- *Shaded Outdoor Space*
- *Open to the Public*

Embrace & Wander

- *Optimizing Daylight*
- *Thermal Performance*
- *Journey of Discovery*

Views



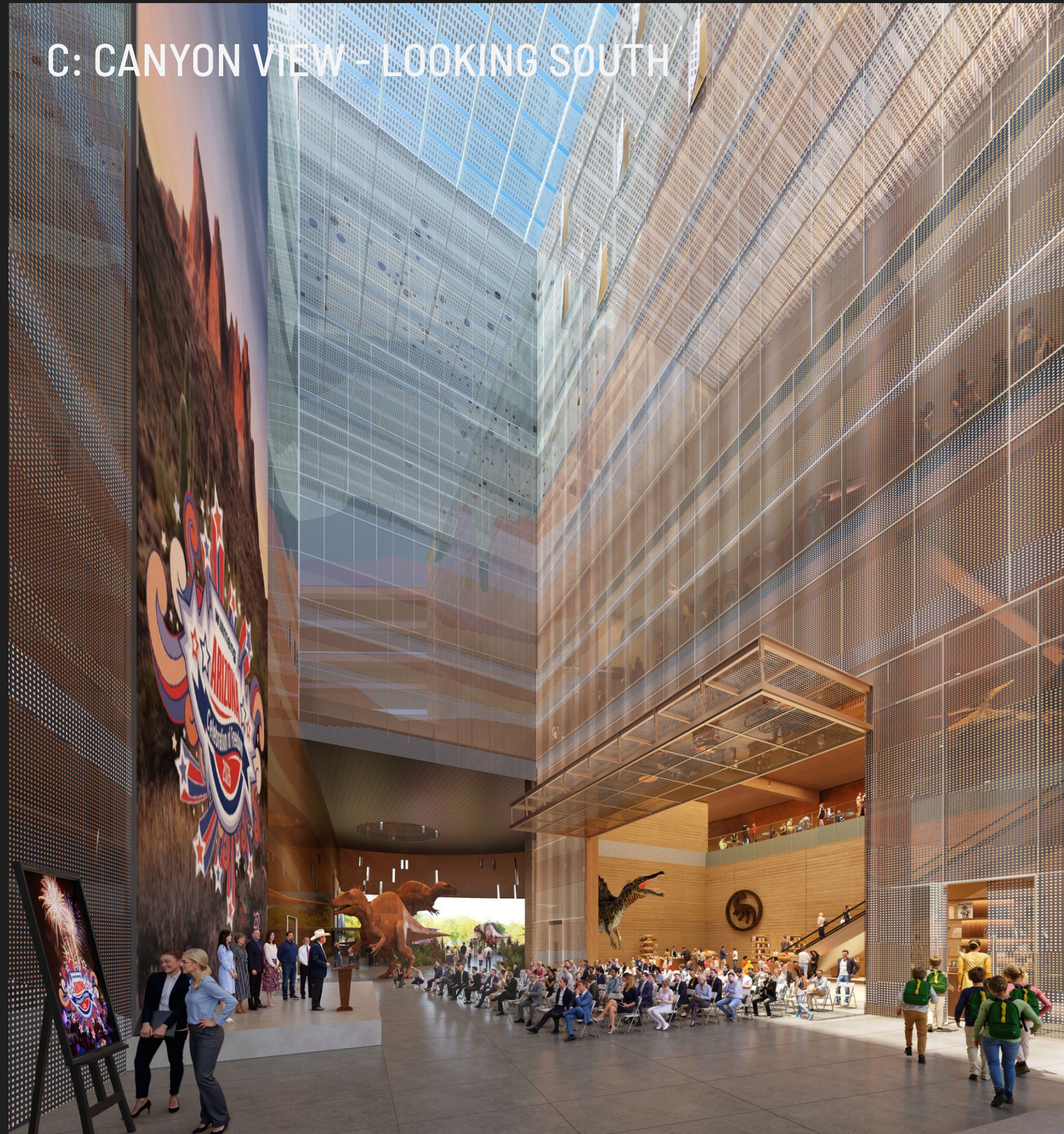


A: STREET VIEW AT MACDONALD AND PEPPER

B: VIEW FROM FIRST – TOWARD CANYON



C: CANYON VIEW - LOOKING SOUTH

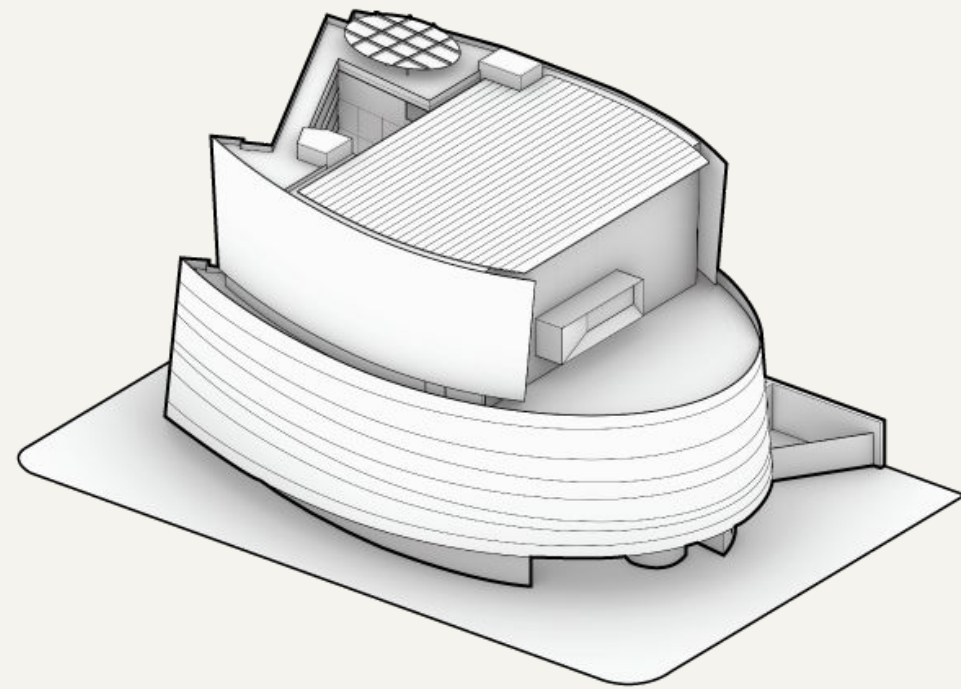




C: CANYON VIEW - LOOKING SOUTH

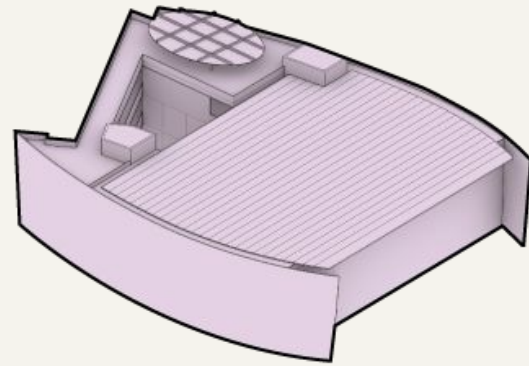
D: INTERIOR VIEW - GROUND FLOOR LOBBY



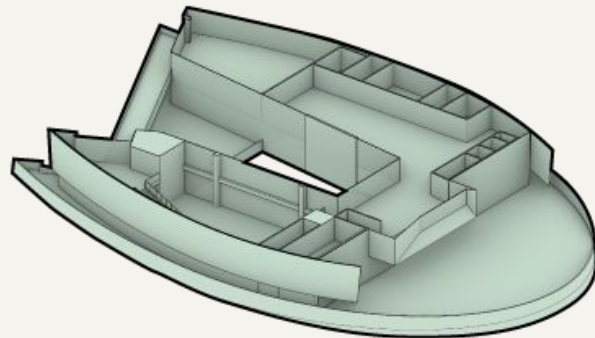


SW BUILDING AXON

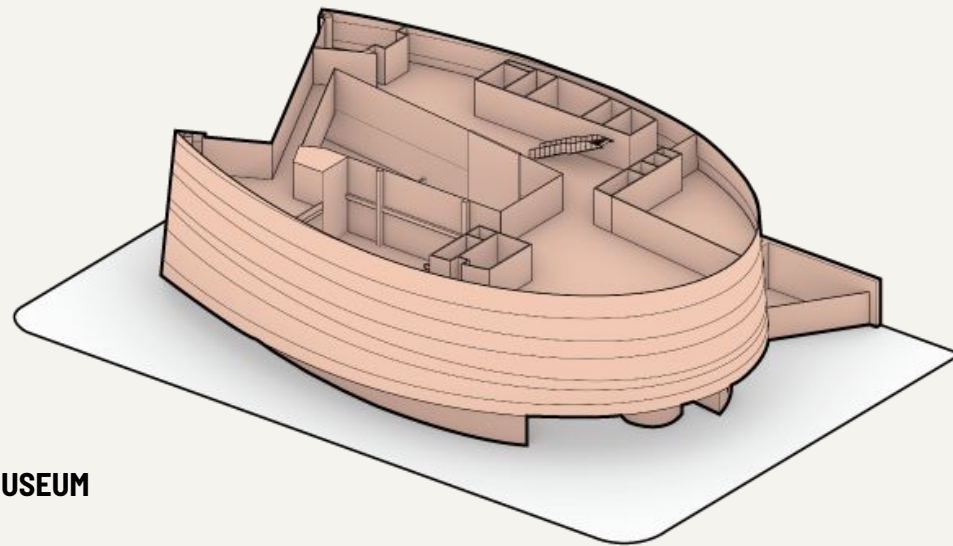
HOTEL



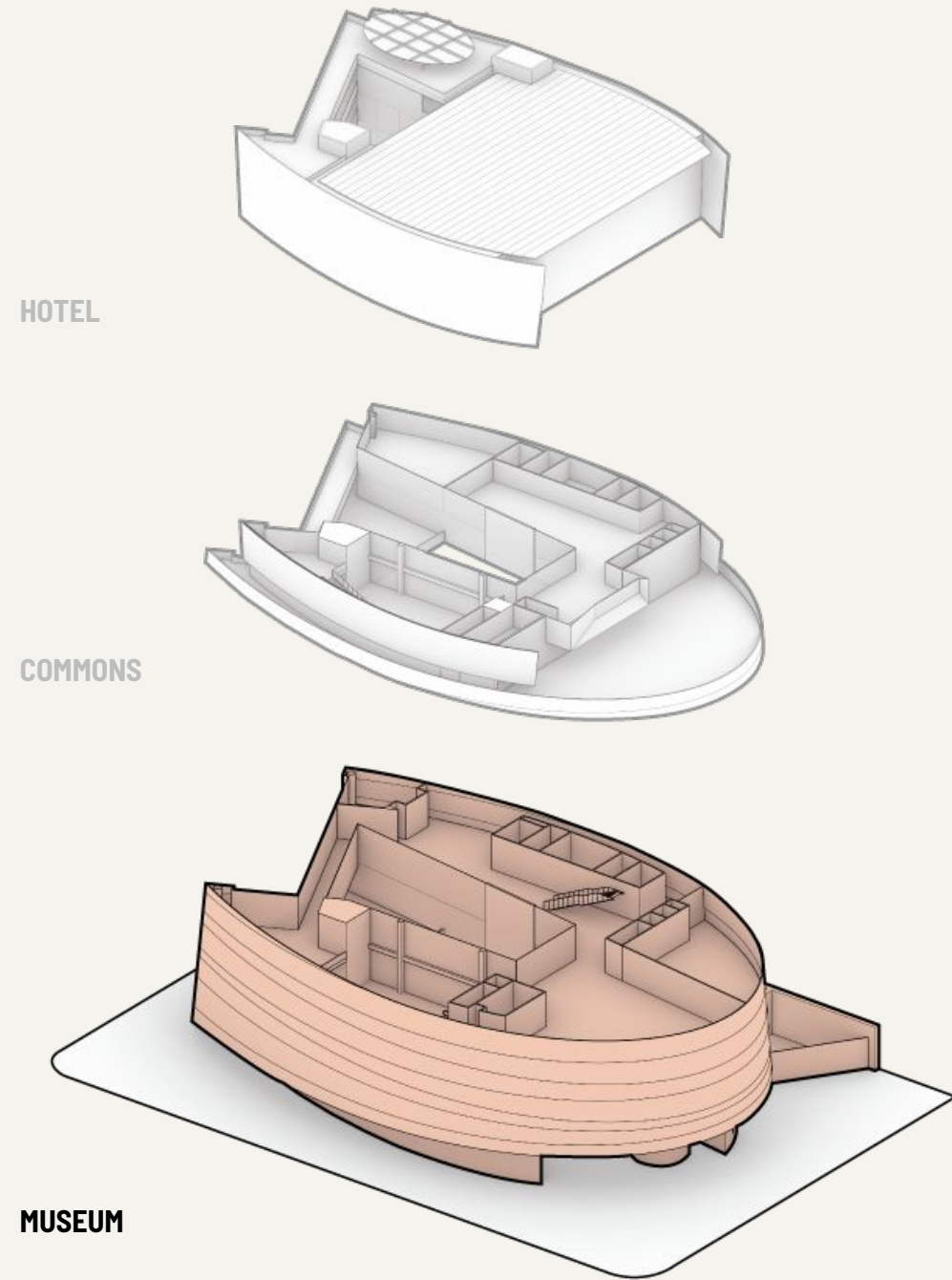
COMMONS



MUSEUM

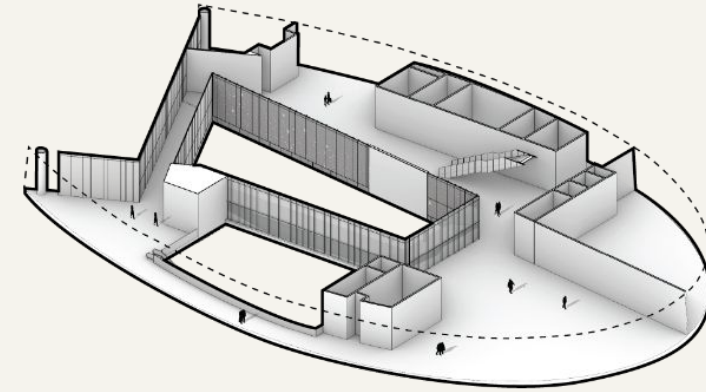


SW BUILDING AXON

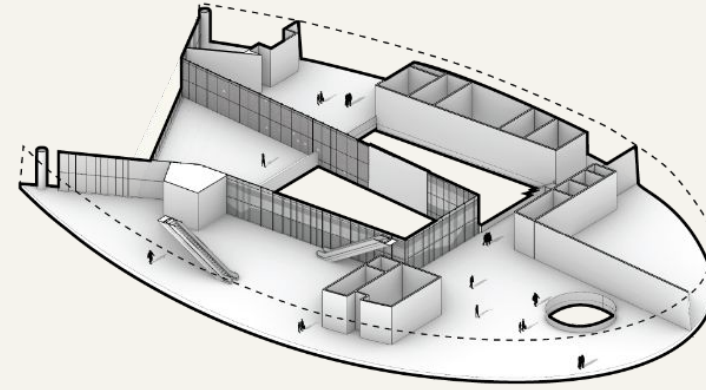


SW BUILDING AXON

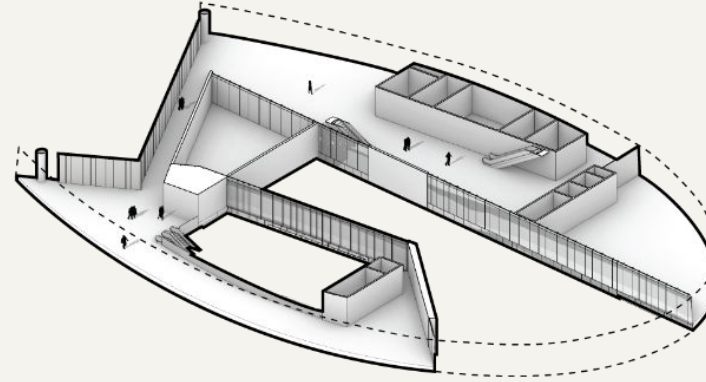
LEVEL 3



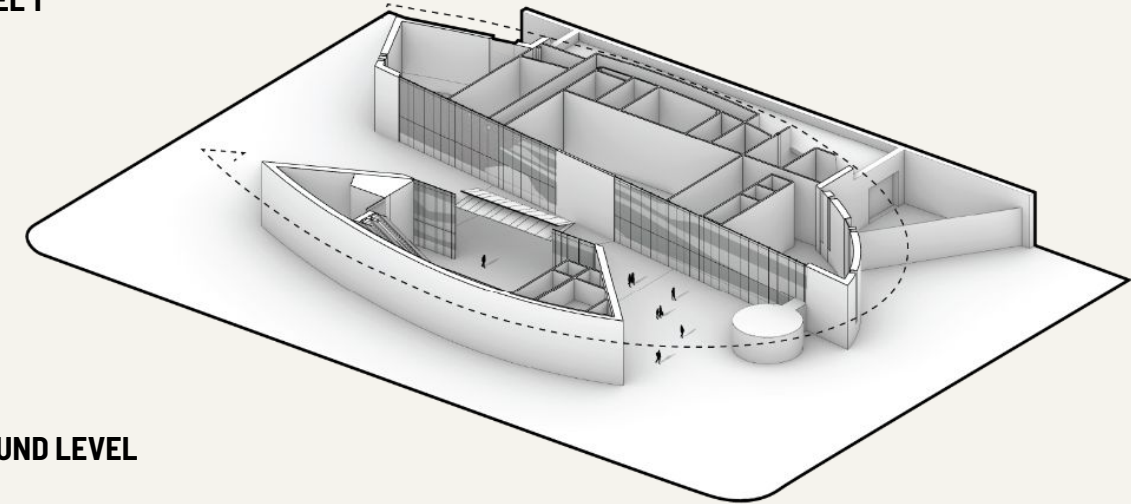
LEVEL 2



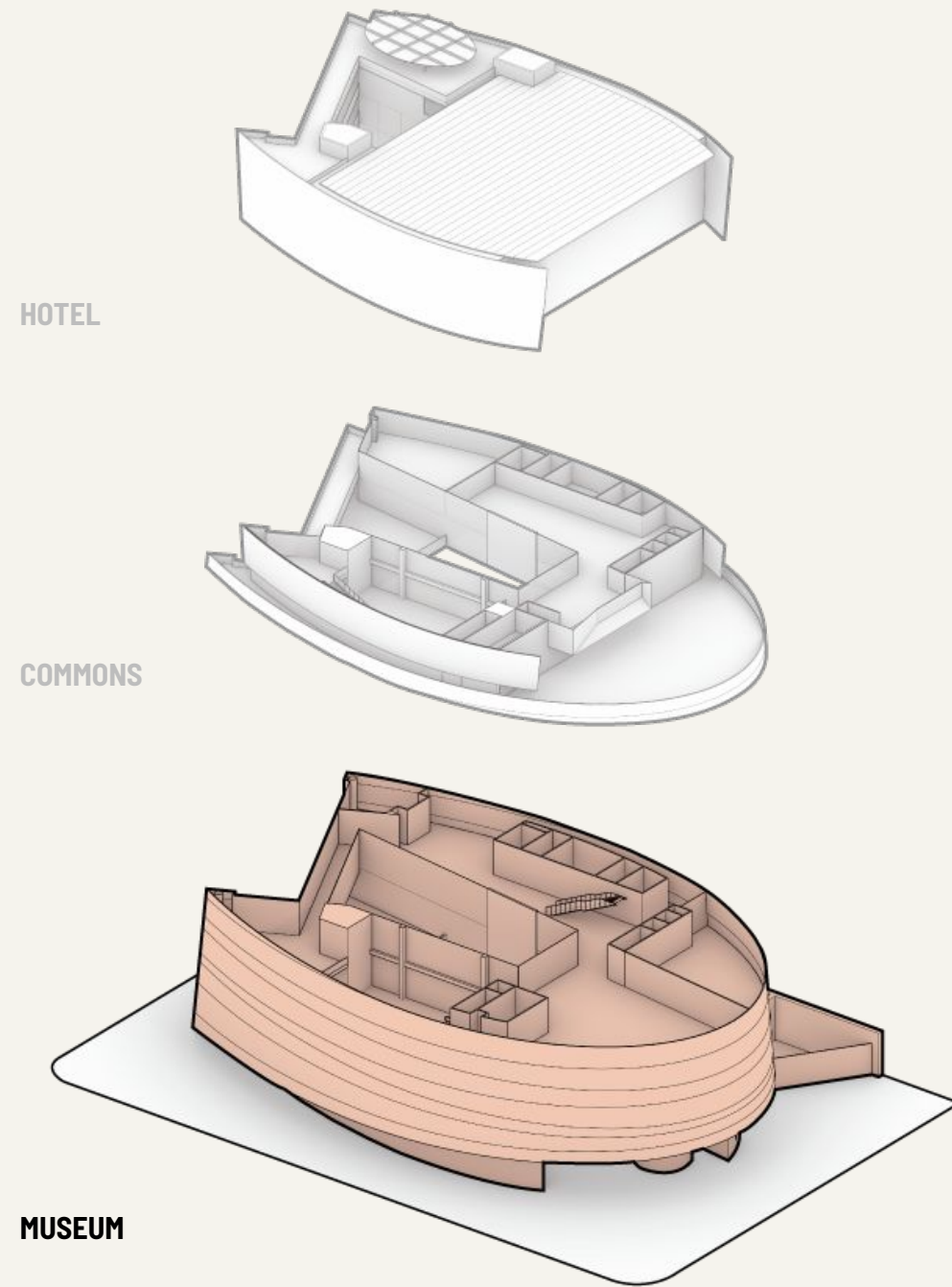
LEVEL 1



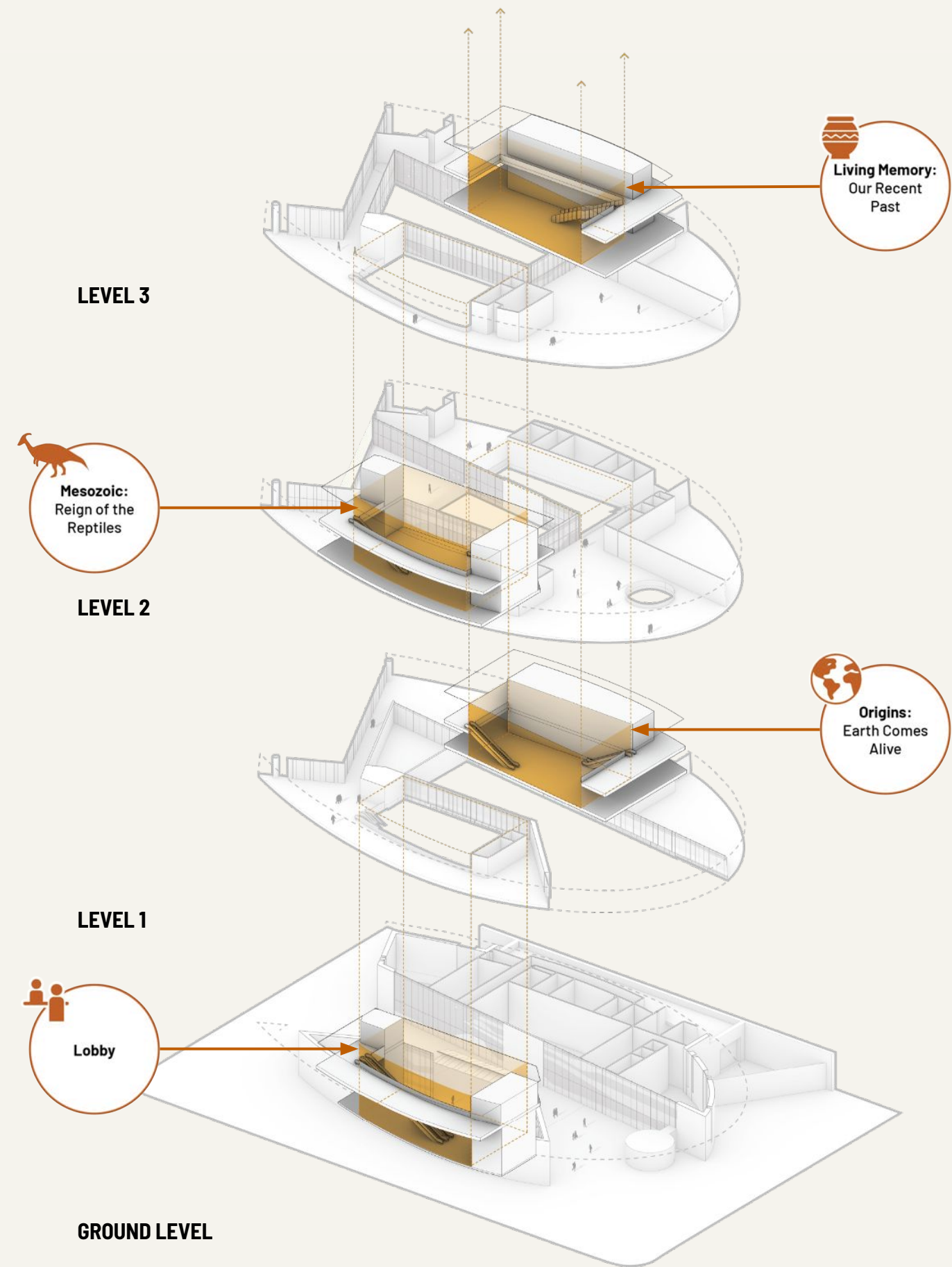
GROUND LEVEL



Museum Levels



SW BUILDING AXON

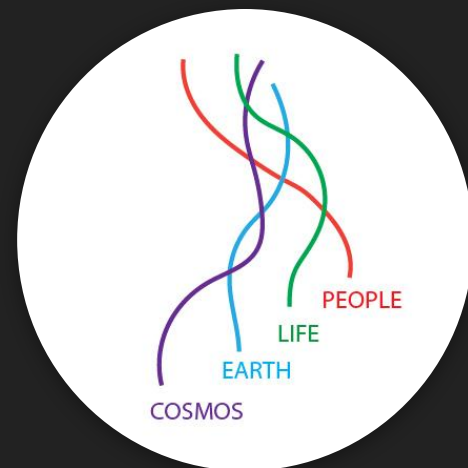


DOUBLE HEIGHT SPACES - THE STORY OF 4.5 BILLION YEARS OF TIME

Thematic Floors

Each floor captures the intersections of Geology, Paleontology, and Anthropology according to a cross-section of time and place.

The overall experience of each floor follows the natural flow of intersecting stories, interweaving and illuminating how landscape shapes life, how ecology influences culture, and how all are bound together across time.



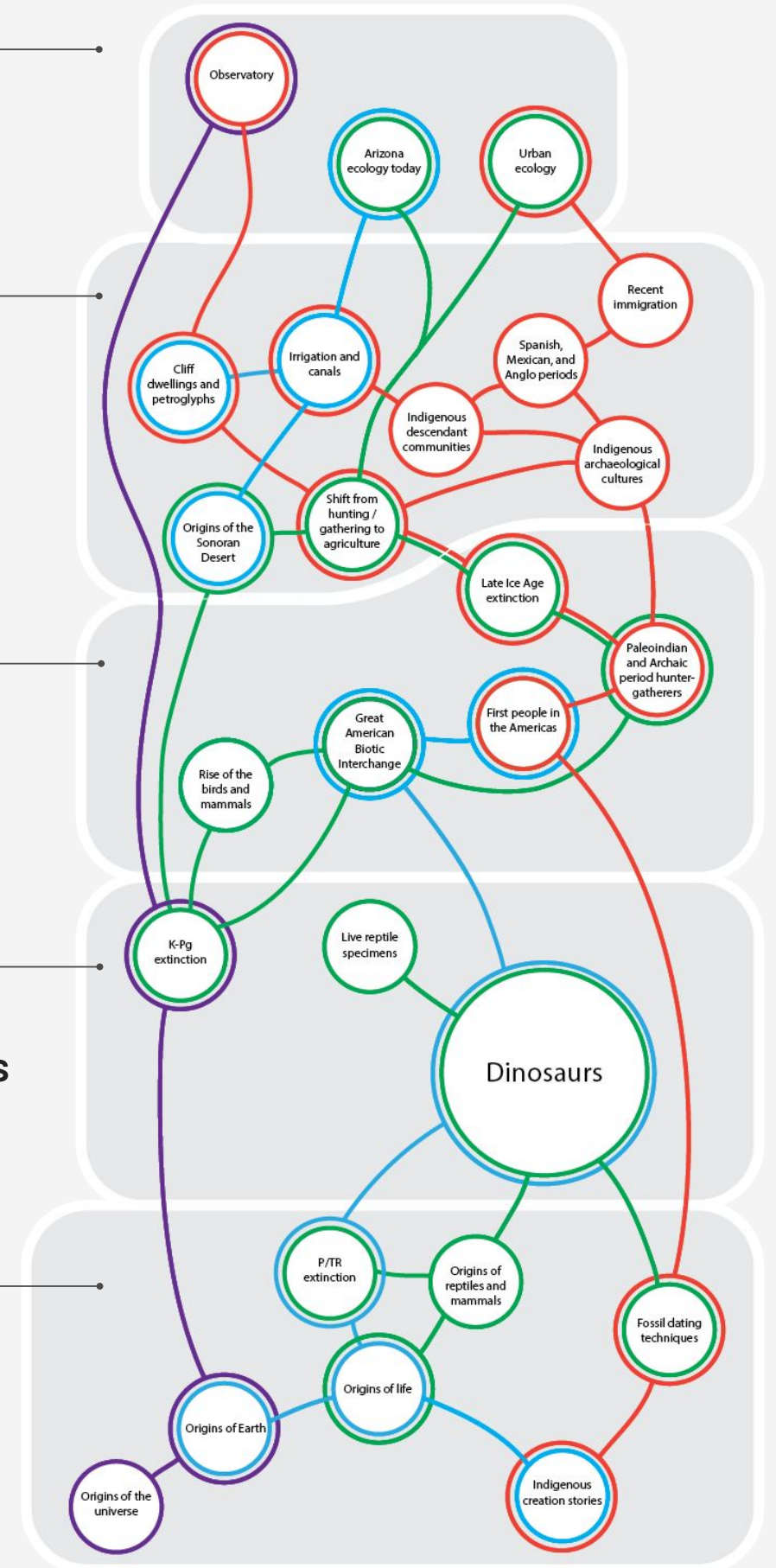
Roof
Observatory

Level 3b
Living Memory:
Our Recent Past

Level 3a
Cenozoic:
Dawn of the
Modern World

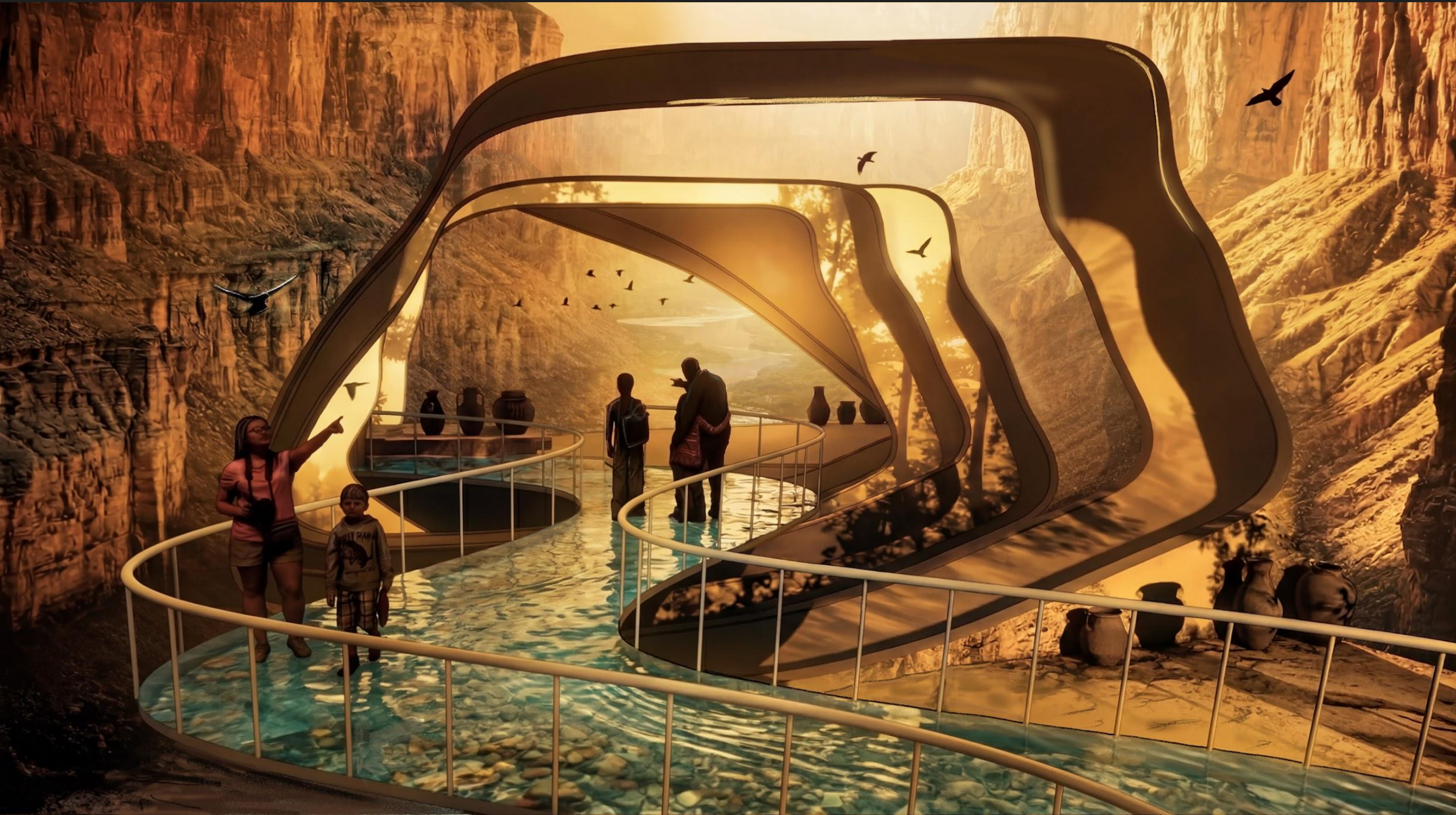
Level 2
Mesozoic:
Reign of the Reptiles

Level 1
Origins:
Earth Comes Alive





DONORS
Kubli Foundation for Dinosaurs
Kate Ross & Family
Clare Brown
Spencer Downey
Sophia Mueller
Marla Schaefer
Brian & Jig
Shawn & Amber







E: AERIAL VIEW - LOOKING EAST



F: FIFTH FLOOR TERRACE - LOOKING WEST





5

Funding Models

How will the Arizona Museum of Natural History realize its vision?

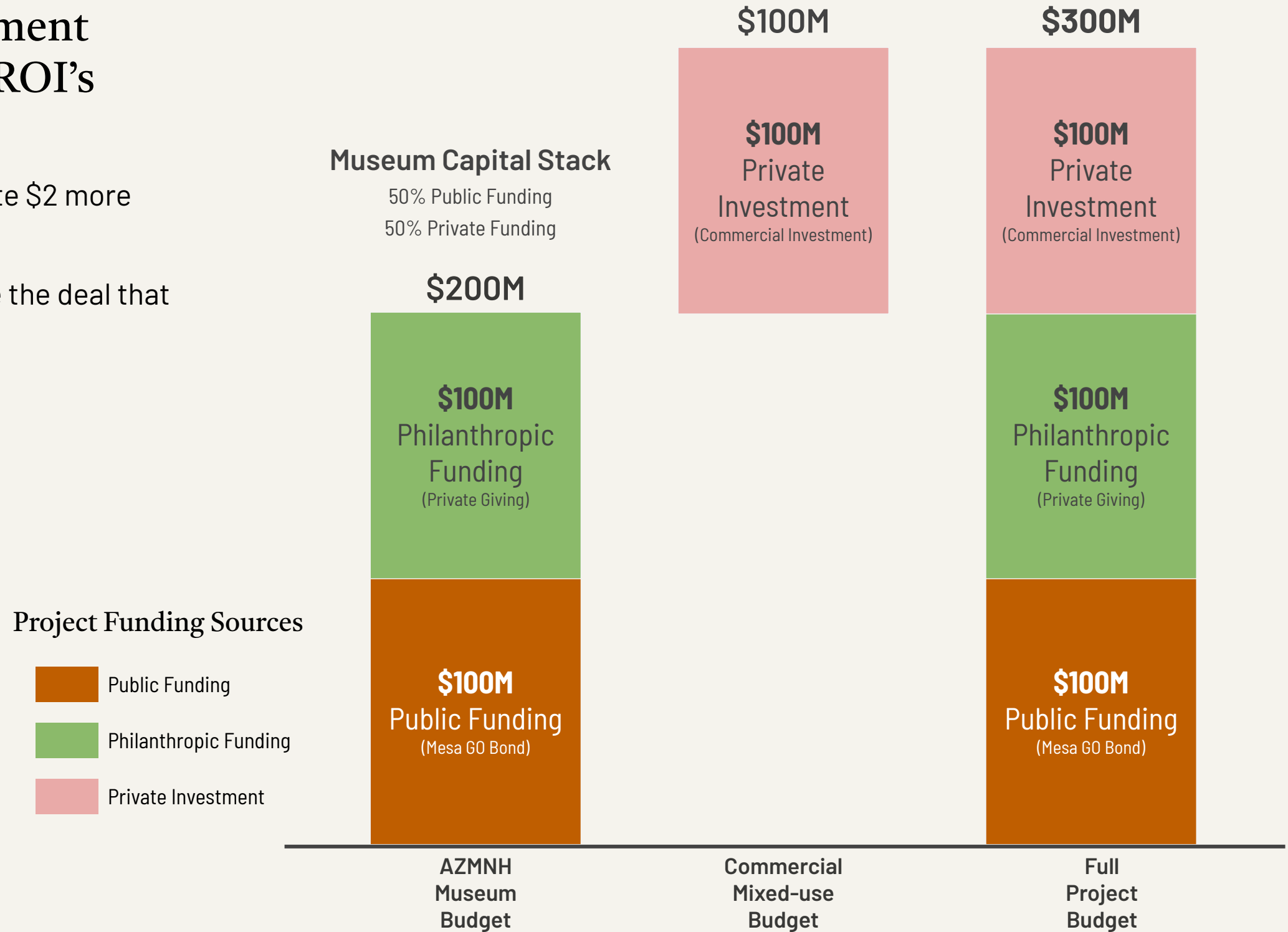
Project Funding Strategy

Mesa's investment unlocks the the philanthropic and private investment needed to maximize the project ROI's

- Every \$1 Mesa invests is designed to generate \$2 more dollars in total project investment
- PPP structure gives Mesa flexibility to shape the deal that works for them

Project Sources & Uses of Capital

Funding Sources: 33% Public Funding | 33% Philanthropic Funding | 33% Private Investment



Assessing Philanthropic Potential

**The
Philanthropic
Landscape**

1

**Charitable
Giving in the
Region and State**

2

**National and
Global Funding
Possibilities**

3

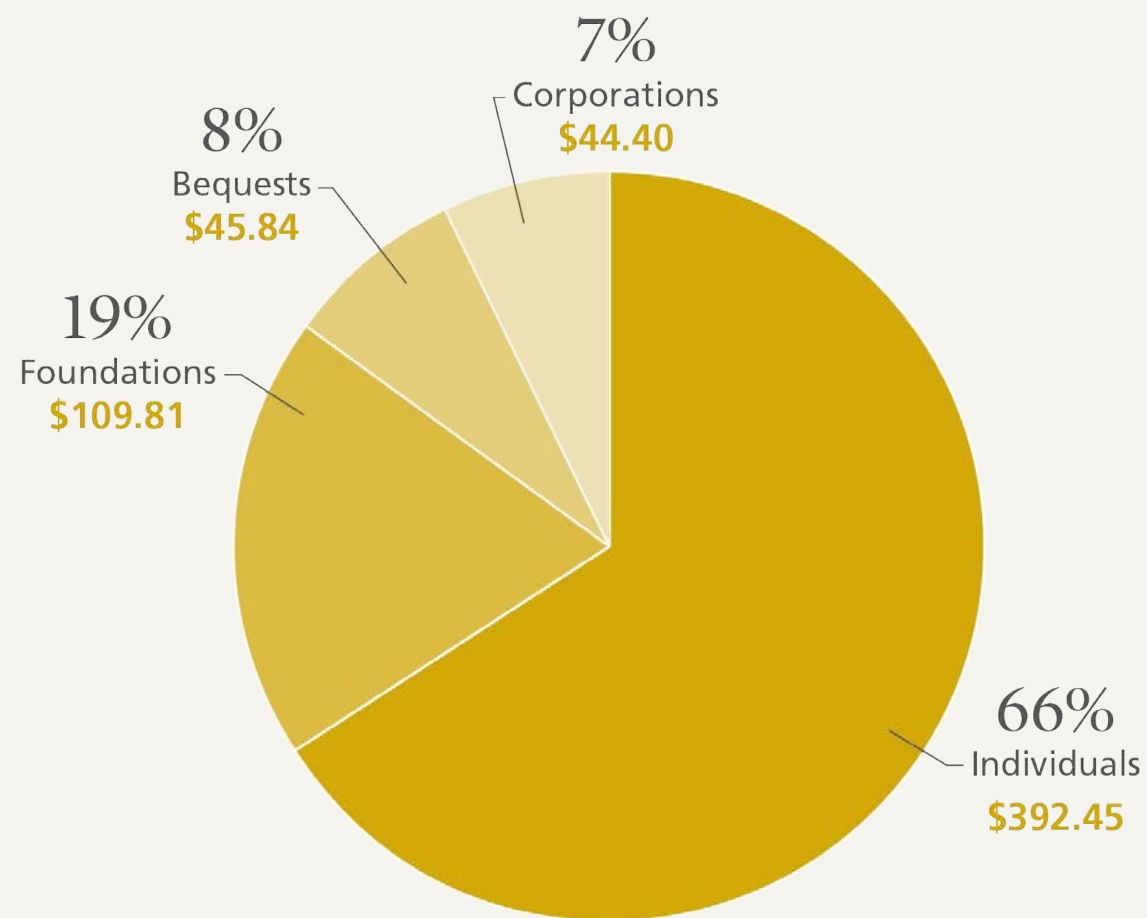
**Capital and
Operating
Support**

4

The Philanthropic Landscape

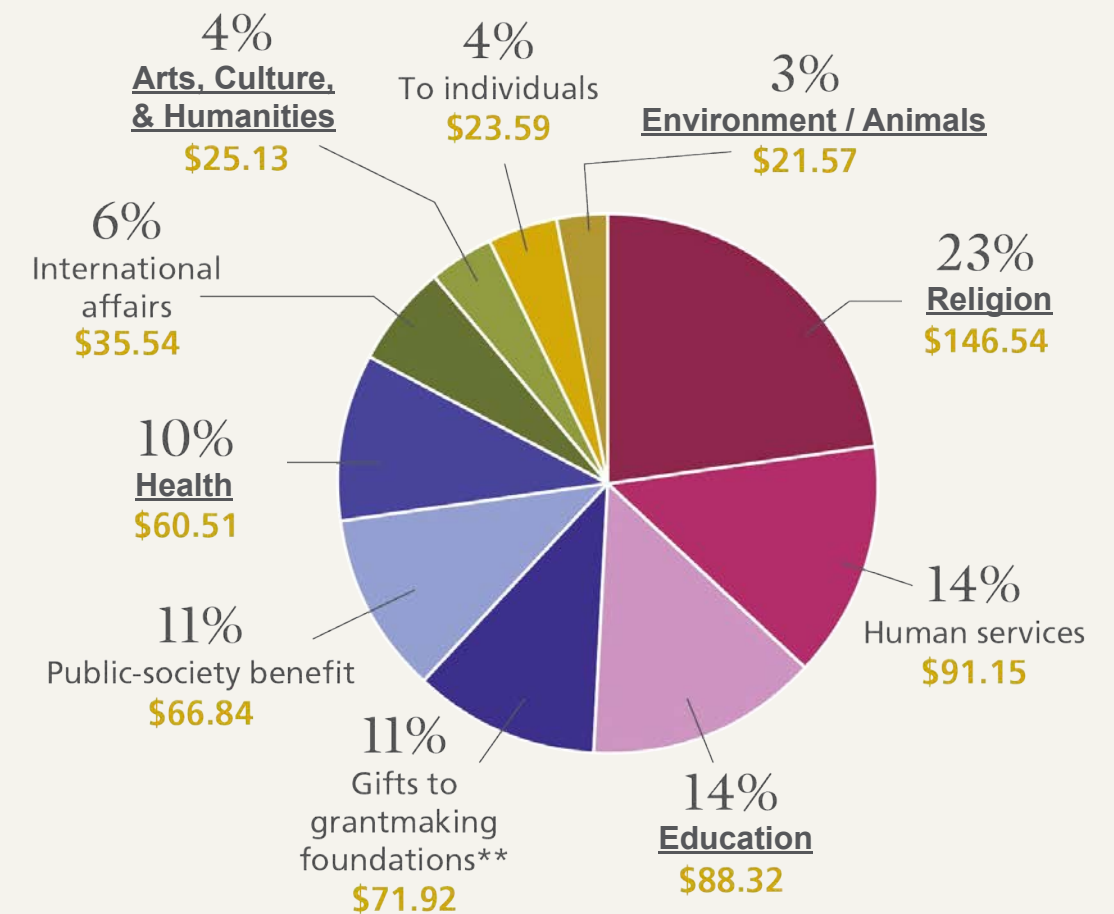
2024 contributions: \$592.50 billion by source of contributions

(in billions for dollars – all figures are rounded)



2024 contributions: \$592.50 billion by type of recipient organization*

(in billions for dollars – all figures are rounded)



* Total includes unallocated giving, defined as the difference between giving by source and recipient categories. Unallocated giving totaled -\$38.60 billion in 2024.

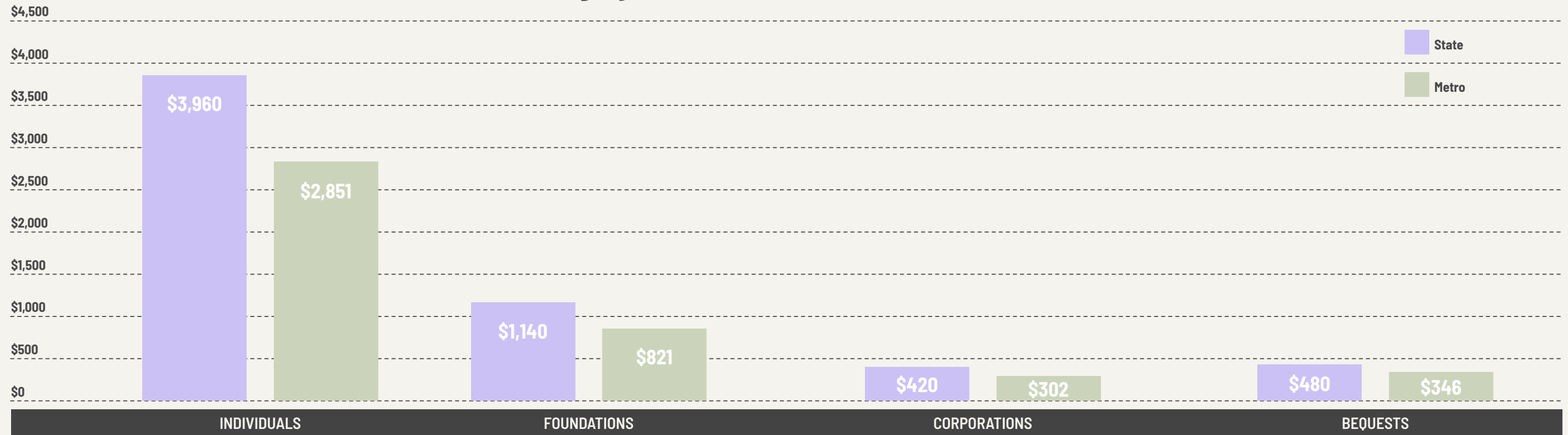
** Estimates developed by Indiana University Lilly Family School of Philanthropy using data provided by Candid.

Source: Giving USA 2025

Charitable Giving in the Arizona and the Metro Area

<p>Arizona (Est.) \$5-\$7 Billion Annual Charitable Giving</p>	<p>Metro Area (Est.) \$3.6-\$6 Billion ~72% of State Total</p>	<p>HNW Households 120,000 Drive Individual Giving</p>	<p>AZ Foundation Assets \$7.2 Billion 990 Foundations</p>
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Giving by Source: AZ & Metro (\$Millions)



Attracting National (and Global) Funders

US foundation giving to aligned causes
40-45%
STEM, informal learning,
environment, culture

Accessible to museums annually
\$544M-\$1.3 Billion
From foundations and corporations

Capital + transformation projects unlock big gifts.
Most \$5M+ institutional gifts fund:

Major new buildings or galleries

National education programs

Digitization or collections initiatives

Global research partnerships



Denver Museum of Nature & Science



Perot Museum (TX)



Field Museum (Chicago)



Milwaukee Public Museum
(rebranding to Nature & Culture Museum of Wisconsin)



Cleveland Museum of Natural History

How museums raise money

For every
\$1
Invested in Funding

Returned Annual Fundraising
\$3-\$6
At Maturity

Returned in Capital Campaigns
\$5-\$10
Investment Precedes Returns

People

Front-line staff to
engage donors

Operations staff to
manage systems

Processes

Defined activities at
all giving levels and
stages

Technology

Donor CRM and
other tools

Culture

Data-driven and
donor-centered
strategies and
decision making

How museums raise money

The path to 100 Million

	# of gifts	Gift Range	Total value of gifts at this amount
Tier I	1	\$20,000,000 or more	\$ 20,000,000
	2	\$10,000,000 to \$19,999,999	\$ 20,000,000
	3	\$5,000,000 to \$9,999,999	\$ 15,000,000
	6		\$ 55,000,000
Tier II	6	\$2,500,000 to \$4,999,999	\$ 15,000,000
	10	\$1,000,000 to \$2,499,999	\$ 10,000,000
	18	\$500,000 to \$999,999	\$ 9,000,000
	34		\$ 34,000,000
Tier III	22	\$250,000 to \$499,999	\$ 5,500,000
	34	\$100,000 to \$249,999	\$ 3,400,000
	42	\$50,000 to \$99,999	\$ 2,100,000
	98		\$ 11,000,000
TOTAL	<i>many @ less than \$50,000 to ensure success</i>		
	138		\$ 100,000,000

Case Study: Natural History Museum of Utah

Utah's Natural History Museum's move to a new purpose-built facility tripled attendance and transformed it from a modest regional institution into a top Mountain West attraction.

Project Facts

- Hybrid partnership structure (University/State/Private)
- Originally located in a space-constrained university building not built for purpose
- 163k sq ft new building, completed 2011
- \$196M total project investment, roughly \$1,205 per Sq Ft (adjusted to 2026)
- Capital sources: 57% public | 43% private
- Annual attendance growth: 80K → 290K | 3.5x sustained increase

Before



After



Sources: NHMU.UTAH.EDU; *US Allegion*

Case Study: Milwaukee Public Museum

Milwaukee Public Museum is relocating from its historic Westown site to the higher-traffic Haymarket district and rebranding as the **Nature and Culture Museum of Wisconsin**, leveraging a more active downtown location while claiming the funding and prestige of becoming the state's flagship natural history museum.

Project Facts

- Hybrid partnership structure (County/State/Private)
- 200k sq ft new building, opens in 2027
- \$255M total project investment, roughly \$1,275 per Sq Ft (adjusted to 2026)
- Capital sources: 35% public | 65% private
- New build located and built with market in mind, adding event spaces, amenities, and experience options fit for its opportunity
- Collection space moved off-site to maximize investment in visitor-focused areas of new building

Sources: MPM.edu

Current Building



Future Building



Future Rooftop Exhibit / Event Space



Existing Site Activation



The case for a world-class natural history museum in Mesa is not just about paleontology or economic impact.

It is a question of what kind of city Mesa wants to be — and what kind of opportunity to create for the half-million people who live here and millions more who pass through.

This will be a museum that tells the 4.5 billion-year story of the land under our feet that trains teachers, employs scientists, sparks careers, generates private and public revenue, and gives every child in the East Valley a reason to wonder about the world they inherited. This institution is worth far more than any economic multiplier alone can capture.



Next Steps

Continued Progress Across The Next 2 Years

- **Conduct Economic Impact Study (G&A)**
- **Principal Advisory Services (G&A)**
 - Developer partnerships, research partnerships, project governance, identify hospitality/retail partners, public-private partnership coordination, sponsorship recruitment, and related activities in advancing the project
- **Experience and Storytelling Development (G&A)**
 - Content Development + Community Engagement
 - Develop Content and Acquisition Collection Plan
 - Experience Visualizations Representing Content Development efforts
- **Fundraising Capacity Building (Benefactor Group)**
 - Develop fundraising strategy and plan, identify top prospects and conduct donor discovery, strengthen development capacity, draft comprehensive case for support
- **Fundraising Campaign Preparation (Benefactor Group)**
 - Continue to build prospect lists, recruit voluntary leadership, develop fundraising collateral, engage early donors (possible seed-stage gifts)
- **Architecture & Site Design Work (Jones Studio)**
 - Program Validation & Development
 - Conceptual Bridging Design & Documentation
 - Conceptual Engineering Validation & Documentation
 - Conceptual Cost Estimating



Thank you