



The BIG i.d.e.a.


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i.d.e.a.
MUSEUM

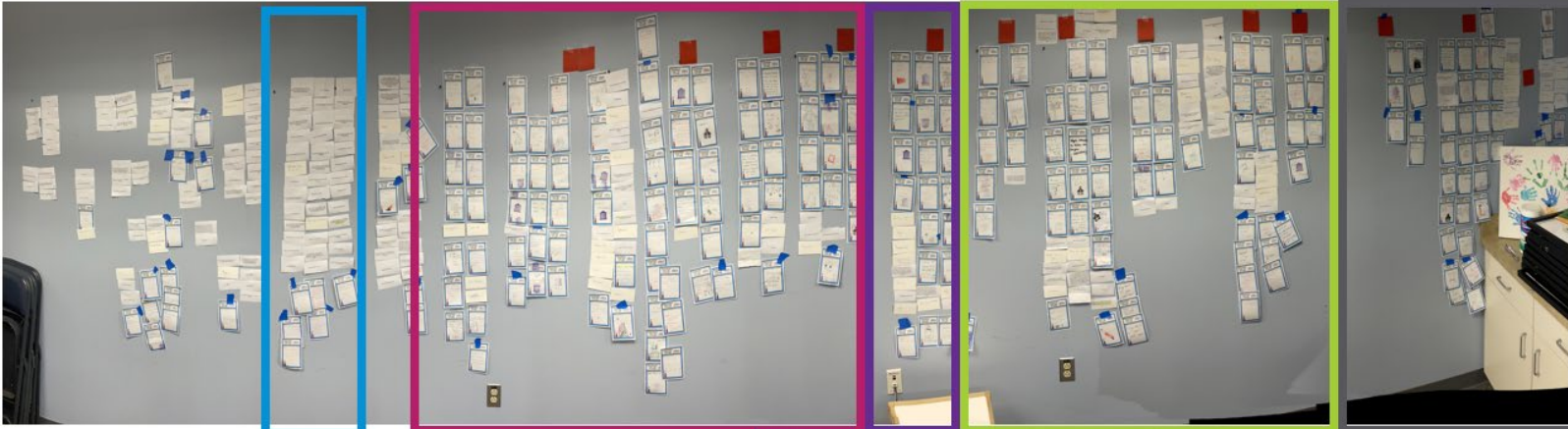


“Make the Museum World Class”

- Maximize public program space as the museum continues to grow
- Develop highly interactive spaces with new and unique programming
- Spotlight building architecture
- Update systems functionality and address deferred maintenance items
- Phase timeline with practical budget plan
- **Use community feedback to determine need and program opportunities**

Community Feedback

Thousands of community members have provided feedback on the future of the i.d.e.a Museum



KEEN INDEPENDENT RESEARCH

- Research
- Analysis
- Strategy
- Implementation

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MEMORANDUM

TO: Jarrad Bitner and Ilya Risko
FROM: Heather Galvin, Keen Independent
DATE: September 25, 2023

Draft anecdotal data related to i.d.e.a Museum renovation investment

Draft, confidential, trade secrets, not for public distribution

In response to a request for information relevant to the City's investment in i.d.e.a. Museum's renovation, the study team excerpted relevant stakeholder comments from interviews, group discussions and survey responses, which are provided in this memo in advance of the draft report appendix.

Facility and Exhibits

It feels a little minor league ... that may just be the facility. It doesn't have a lot of museum 'wow'. Given its budget and space footprint, it does as much as it can do ...

Community leader/stakeholder

They just don't have capacity. They need to get out for a bond to look for funds to expand. The Museum found looking at \$20 million dollars to really renovate, making a better place for children, but then the pandemic happened and they lost the focus. So now, they only have around \$3 million ... \$3 million is nothing. It takes a million just to plan. So, they just don't have the funds to expand. I would suggest that they begin looking at re-branding it ...

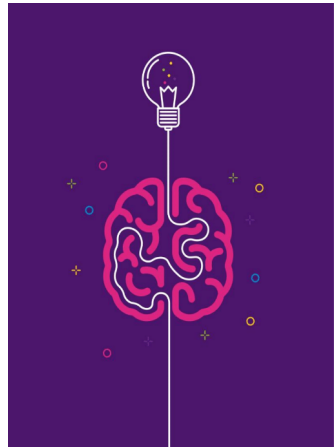
Community leader/stakeholder/Arts and Culture civic or affiliated nonprofit board member

They're never really going to be what everybody wants them to be until they can have a building to match those ambitions.

Community leader/stakeholder

It kind of looks like an old grocery store. The displays look like someone with marginal drawing talents made a faux wall. It's not polished. When going to children's museums in other parts of the country, I often think that i.d.e.a. is not as good as they are. The reviews of these children's museums that are better ...

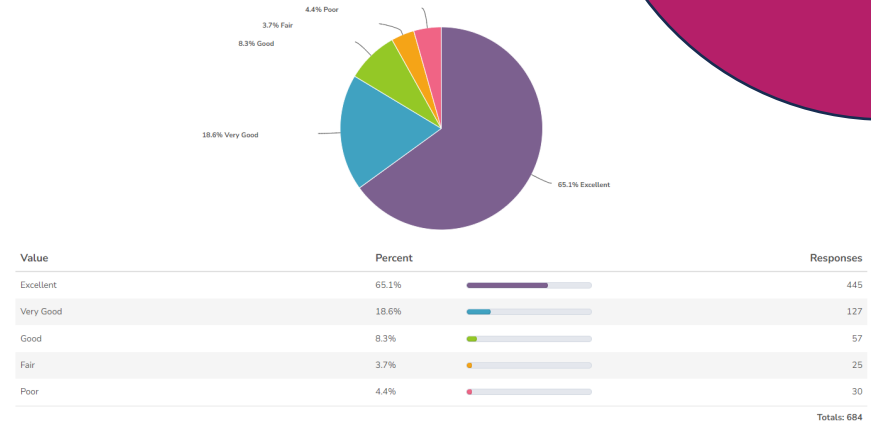
Community leader/stakeholder



Key Findings

- Key stakeholders believe i.d.e.a. Museum offers a unique, hands-on experience that appeals to children and adults.
- Key stakeholders believe i.d.e.a. Museum is a valuable cultural asset to the community and is deserving of improvements.
- The general belief is that the exterior is in need of renovation to improve curb appeal, and the interior exhibit space is in need of updating and expansion.
- The majority of interviewees believe the new branding should be simpler and clearer in "concept," and do believe it will help lead to increased awareness and excitement for the museum.
- Interviewees believe there are more opportunities to engage the community through school collaborations, on-site arts and tutor programs, and new experiences for "older" children.

1. Please rate the overall quality of the i.d.e.a. Museum.



Museum Participation Growth

- FY22/23 up 57% compared to FY21/22
- FY23/24 currently up 36% compared to FY22/23
- **On track to serve up to 120,000 children and their families this year**
- Membership sales up 30% with approximately 2,000 households in our community holding memberships





Community Support

- **\$2,500,000 Capital Campaign**
 - Naming Rights or recognition opportunities ranging \$500-\$1,000,000
- **Meta has agreed to a contribution of \$300,000**
 - \$250,000 - naming rights within the i.d.e.a. Museum for "idea Lab by Meta"
 - \$50,000 will be used to expand access and programming for underserved families in Mesa.

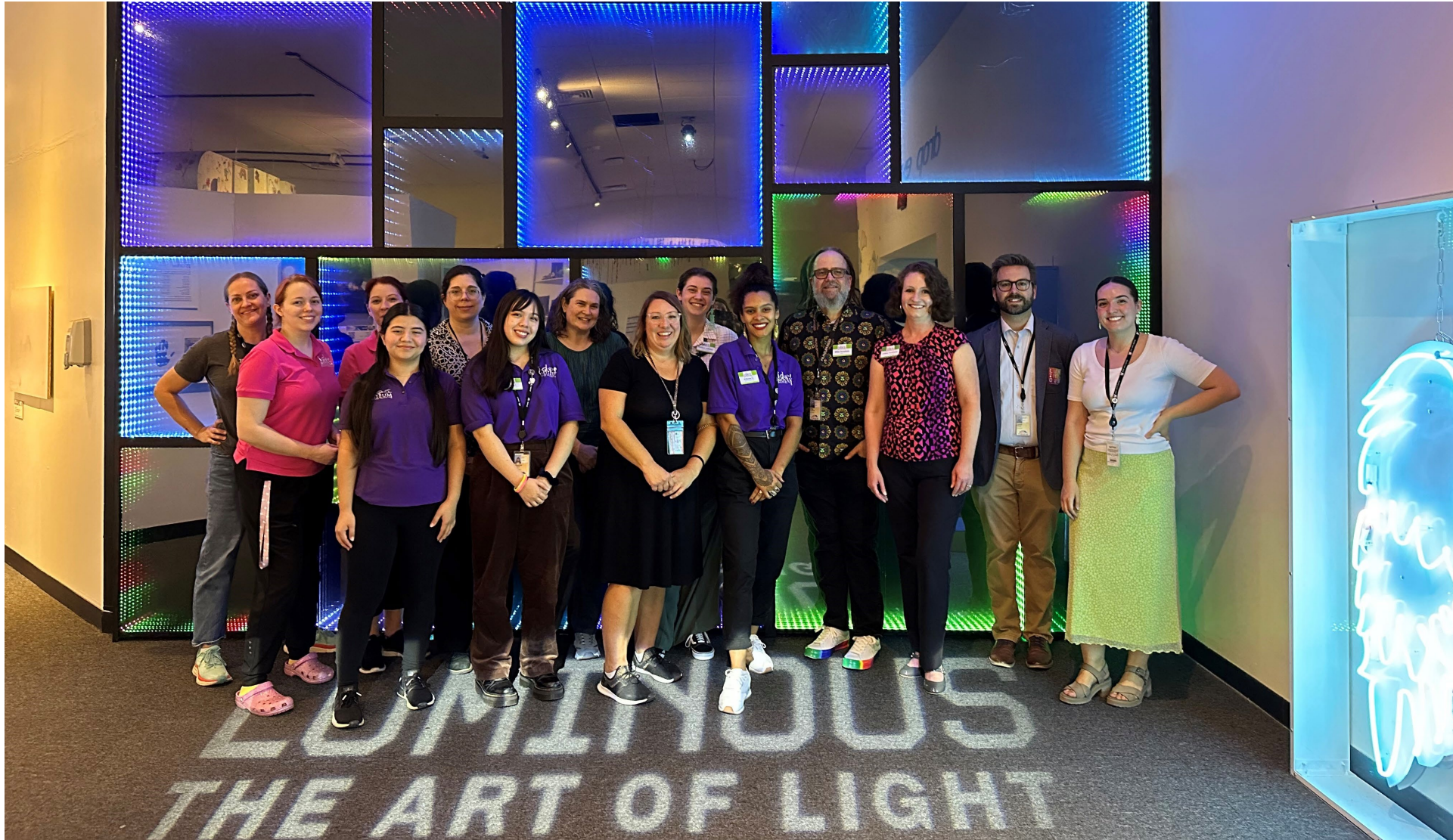
idea lab by Meta



Front Entrance



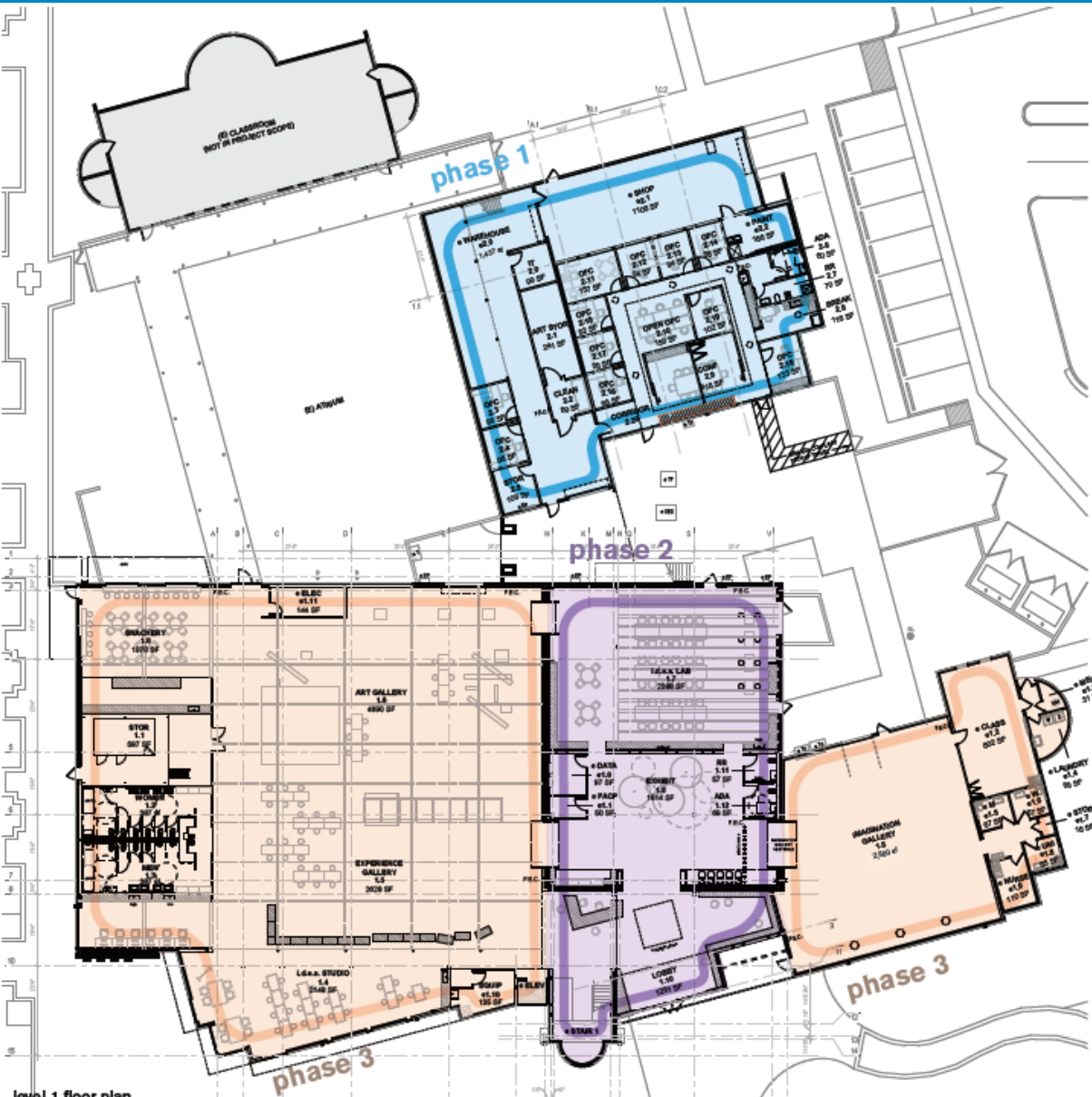
Any Questions?





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Phasing Plan - Interior



Phase 1 Museum Support

- New Offices
- Administrative Support Rooms
- Production Shop
- Storage

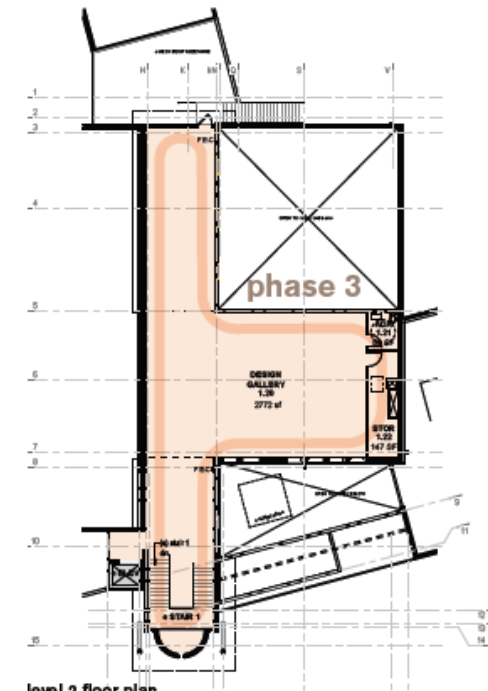
Phase 2 Visitor Experience

- New i.d.e.a. Lab
- New Exhibit
- Renovated Lobby
- Renovated single use Restrooms

Phase 3 Visitor Experience

- Renovated Art Gallery, Experience Gallery, i.d.e.a. Studio, Imagination Gallery, Classroom, Snackery, Restrooms, and Level 2 Design Gallery

Note: the scope within each phase includes new mechanical and lighting systems, resolving code deficiencies, and deferred maintenance items.



Once completed, we will nearly double the program space by repurposing underutilized space.