

The Wisconsin Museum of International Wildlife

Appleton, WI



Wisconsin's Window to the World

Proposed by the 501c3 Board

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A Bold Mission

The Wisconsin Museum of International Wildlife seeks to enhance the understanding and enjoyment of life by providing a premier destination for visitors to engage in environmental conservation and wildlife education. The programs at the Center will target students, tourists, and residents utilizing life size dioramas depicting the habitat and cultural diversity of five continents. The exhibits also provide a safe and unique experience for visitors to see exotic animals in their environments and up close.

Who we are ... a Unique Wisconsin Treasure.

The Wisconsin Museum of International Wildlife (the Center) was originally founded in 2005 with the help of community leaders, as the Fox Valley Wildlife Museum. The Center is **the only attraction in the region featuring wildlife habitat, environmental conservation and international cultures.** It promotes learning through a variety of inquiry based educational and entertaining activities.



They received the first donations of mounted animals in 2006. Today that collection includes over 400 animals representing five different continents. They moved to their current location at City Center Plaza in 2011 and now document an **annual attendance of over 6,000 students, families and tourists.** The proposed site, in downtown, will complement the cultural attractions and restaurants in the district and carry on the synergy of Appleton's downtown redevelopment.

The founder's vision is an interactive educational wildlife museum for children. This vision grows from **a passion for environmental education for students and adults of all ages** and continues to guide the mission, goals, and program development of the proposed Center.

How We Operate

- ✓ **Leadership by Example**
- ✓ **Education**
- ✓ **Community**
- ✓ **Connection with Guests**
- ✓ **Respect**
- ✓ **Fun**

Benefits to the Community

Strategic Goal 1: Work with audiences that will use the Center for education and special events

1. A resource for improved education and workforce development

The Center leadership is committed to furthering the public understanding of animal habitats through cognitive learning. The focus may vary, from wildlife to environment, recycling to conservation and cultures to geography, but above all **the center will...**



- **serve as a field site for K-12 instruction** an estimate 9,000 students will be served in the first year with actual experiences of habitats and extended classroom instruction
- **work with curriculum staff and teachers** programs will be constructed, utilizing age specific skills, that complement the K-12 Standards for Environmental Studies, Science, Social Studies and Geography
- **partner in educational initiatives.** Coordinating with other attractions in the area implementing multi curriculum class room visits to other museums and performing arts venues.
- **provide programs for lifelong learners** in-depth training and service opportunities will be provided for our adult volunteers and evening lectures for the public like the ethics of wild life management, maintaining a green office space, and other issues.
- **be a mentoring center.** Staff will guide middle, high school and college student volunteers and interns training in life skills such as job interviewing, appropriate business dress, and language skills for green industries.
- **function as a center for teacher education** working with colleges and school systems providing professional and para professional recertification programs that updating teacher skills and provide site-specific lesson plans.

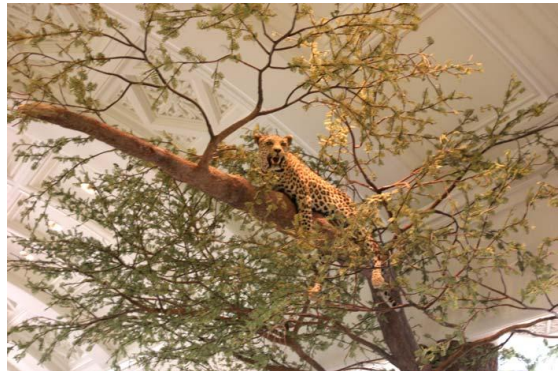
2. A tourism attraction and economic development asset

In addition to its educational partnership, the Center will develop and nurture a wide variety of local relationships and demonstrate an impact on the local economy. In the larger community and as a significant area business, **the center is...**

- **a hub for recreation.** Regular meetings of civic groups, food festivals, ice cream socials, birthday parties, and other community events will take place.
- **a leader in local development.** City Planners, City Council, County Boards of Supervisors, metro and regional business development councils, as well as community action groups will utilize the space.
- **a community booster.** Community meetings will be hosted and the Center will take a leadership role in projects such as improving tourism signage and as a spirited regional advocate.
- **an economic development asset.** A vibrant Center is a signal that a community values environmental issues and respects world cultures. Economic development meetings will be hosted keeping the business community aware of this powerful selling tool.
- **a tourism attraction.** Appleton will have a genuine asset to straighten the critical mass of local tourist amenities. It is project that out-of- state tourists will account for nearly 18 percent of total visitation.
- **a conduit for corporate philanthropy** similar Centers have successfully created, tailored, and delivered programs to “at risk students” in support of corporate directed giving initiatives.

A Signature Appleton Facility

Strategic Goal 2: Establish a permanent home for the collections and related interpretation of international cultures and environmental conservation issues.



The plan is for a new Center that is 50,000 square foot state-of-the art facility that includes:

- 20,200 square feet of World Class Exhibits
- 11,300 square feet of Public Spaces
- 4,600 square feet for Traveling Exhibitions
- 2,400 square feet of Kids “Hands On” Learning Space
- 3,600 square feet of Theater/Education Center
- 1,600 square feet for Offices and Conference
- 2,500 square space for Entrance, Special Events, and Store
- 3,800 square space for Storage and Conservation

50,000Total Museum Square Feet

A Billion Dollar Catalyst For Community Development

Strategic Goal 3: Provide a marketing plan and budget that will promote the downtown attractions as a destination for tourists, students, families and members of the business community.

Statewide Travel expenditure of tourists in 2010 was \$12.303 billion according to the Wisconsin Department of Tourism. The annual impact of tourism in the state included **291,964 jobs created with additional revenues of \$1.370 billion statewide and \$ 0.622 billion on the local level.**¹ This new attraction will work to bring Appleton's share of this audience downtown.



The Museum of International Wildlife will bring a new focus downtown for several audiences including students, residents, and tourists. We plan on **working as an active partner** in the district by adhering to five basic principles:

Collaborate; Much more can be accomplished by working together than by working alone. Successful visitor experiences bring together partners who may not have worked together in the past.

Find the Fit; Balancing the needs of residents and visitors is important to ensure that programs benefit everyone.

Make the Program Come Alive; Competition for time is fierce. To attract visitors, you must be sure that the destination is worth the drive.

Focus on Quality and Authenticity; Quality is an essential ingredient for all visitors, and authenticity is especially critical when historic attractions are involved.

Change; Changes in attitude and practice are necessary to improve current economic conditions. Public support for change will build as the program grows.

Development and Operating Costs

Strategic Goal 4: Provide a natural history museum that is environmentally and fiscally sustainable.

Renovation Cost (white box)	38,700 Sq/ft @	\$10.00	\$387,000.00
Demolition	50,000 Sq/ft @	\$2.00	\$100,000.00
Construction Costs			
World Class Exhibition Space	20,200 Sq/ft @	\$300.00	\$6,060,000.00
Public Spaces	11,300 Sq/ft @	\$50.00	\$565,000.00
New and Changing Exhibits	4,600 Sq/ft @	\$150.00	\$690,000.00
Hands On Learning Space	2,400 Sq/ft @	\$120.00	\$288,000.00
Theater/Education Center	3,600 Sq/ft @	\$150.00	\$540,000.00
Offices and Conference	1,600 Sq/ft @	\$100.00	\$160,000.00
Entrance, Special Events & Store	2,500 Sq/ft @	\$100.00	\$250,000.00
Storage and Conservation	3,800 Sq/ft @	\$50.00	\$190,000.00
Sky Walk - From Building to BFK			\$420,000.00
Total			\$13,177,000.00

Annual Operating Costs

Salaries/Benefits	\$310,000.00	
Accounting ¹	\$10,000.00	
Fees for Services Other	\$10,000.00	
Advertising and Promotion	\$35,000.00	
Office Expense	\$8,000.00	
Occupancy ²	\$0.00	
Travel	\$0.00	
Conf Conv Meetings	\$5,000.00	
Interest	\$0.00	
Capital/Depreciation ³	\$0.00	
Insurance ⁴	\$0.00	
Repairs and Maintenance	\$40,000.00	
Utilities	\$137,500.00	
Collections	\$30,000.00	
Printing	\$5,000.00	
Membership & Dues	\$2,500.00	
Special Exhibits ⁵	\$0.00	
Programs	\$60,000.00	
Cleaning	\$0.00	
Equip Supplies	\$20,000.00	
Other	\$5,000.00	
Operating Reserve	\$10,000.00	
Operating Total	\$688,000.00	\$688,000.00
Total		13,865,000.00

Comments:

1. First year accounting by the Fox Valley Community Foundation
2. Projecting building donated
3. First year \$0.00 then an estimated \$300,000.
4. First year \$0.00 then an estimated \$11,000 unless selfed.
5. First year this expense \$0.00, later years \$70,000 per year

Creating a Premier Visitor Destination, Critical Mass for Tourism, New Educational Resource, ... A CHANGE DOWNTOWN!

Our leadership has **worked with community leaders** on strategic planning and comparable organizations to project capital and operating costs.

The **mission, values, and goals were developed in cooperation with** board members of the organization and individual community leaders. These elements were tested during focus group sessions held in Appleton with business and civic leaders, as well as staff of area attractions.² The resulting **elements are incorporated into this prospectus** and reflect a thoroughly developed and tested plan that supports our mission.



In addition, we realize that an **increasing shortage of science, technology, engineering, and math graduates from the nation's colleges** is having a negative impact on the nation's position as a leader in research and production in those fields. In recognition of the need to educate students in these "STEM" fields, The Wisconsin Museum of International Wildlife, **will seek out a partnership with area colleges and the National Science Foundation to seek funding as a New Science Center (NSC)**. This facility's design will meet the demanding challenges in STEM education and help restore America to its leadership position.

Suggested Links:

Dioramas defined at the National History Museum of Los Angeles County

<http://www.youtube.com/watch?v=f3WYnNV8Yic&feature=email>

Safari in America Museum of Natural History

<http://www.youtube.com/watch?v=5DAs3yGeJyE&feature=email>

Animals and their Habitats – K thru 12

<http://www.youtube.com/watch?v=lc-BbVkBMI&feature=email>

Endnotes:

¹ *Tourism statistics provided by the Wisconsin Department of Tourism*

<http://www.travel.wisconsin.com>

² See page 8 for list of participants

**Special Thanks ...
to those Community Leaders attending the Focus Group in February 2012**

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Photos courtesy of the American Museum of Natural History, Philadelphia Museum of Natural History, Utah
Museum of Natural History and The Field Museum of Natural History

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