



The State Museum collects, preserves, and presents the stories of South Carolina through engaging exhibits and programs that educate and enrich the visitor.

Overview

- The key current and long-term goal of the State Museum is to remain current, competitive, and unique in the market place while maintaining its **educational point of difference**. The State Museum has been an AAM accredited institution since 1992 and is also a Smithsonian affiliate.
- Executive Director Calloway has announced his retirement and the Museum Commission expects to have the new Director on board by April 2020. Calloway tenure of 18 years is the longest term served by any State Museum Director.

Operational Highlights

- *Celebrated our 30th Anniversary Free Weekend with attendance of 8,800*
- *Total Site Attendance of 211,000*
- *Over 65,000 school visits*
- *Launched "Let's Go Learn" Educational Outreach initiative*
 - *School outreach to 7,000 students and teachers*
 - *Provided transportation Funds for 1,000 students to attend*
- *Reaccreditation by AAM received - a distinction received by only 4% of the museums nationally*
Our reaccreditation documents were chosen to be on AAM national website as "Best Practices"
- *Opened "Apollo 50" exhibit with FREE Kids Space Week Promotion*
- *Presented 61 Public Programs serving 20,000 guests*
- *80 accessions that included 449+ objects*

Media Highlights

- *National Screening Smithsonian Documentary "The Green Book -Guide to Freedom"*
- *National Story in USA Today*
- *Featured on Travel Channel's, "Mysteries at the Museum"*

Financial Highlights

- *Earned Revenues of \$2,132,000*
- *Reduced Marketing cost/visitor from \$3.07 to \$2.50*
- *City & County A&H-Tax Grants of \$90,000*
- *\$292,025 revenue generated from Facility Rentals*
- *Day Camp revenue of \$134,773; 2,711 campers*
- *\$209,000 IMLS grant received*
- *\$200,000 Grant from Boeing received*

2020.21 Budget Request

I. Non-Recurring - \$510,000

A. Planetarium Equipment Upgrade - \$350,000

- a. The Museum's Planetarium hardware and software systems are outdated. As with all electronic and computer systems, equipment replacement is essential to stay current and provide great experiences.
- b. New products enhance both educational and public shows with better graphics and content, helping the museum refresh offerings. Updated programming drives attendance, revenue, and membership purchases, leading to repeat visits.
- c. Upgrading our digital sky software, which necessitates a hardware update, would allow us to improve school & public programs, increasing attendance and revenue and fulfilling the museum's mission to be an educational environment. A quote was obtained from E&S, the provider of our current system.
- d. Adding a laser beam system to our existing full-dome laser system would significantly augment our current laser shows, helping to boost attendance and revenue. Quotes were obtained from 2 laser system companies.
- e. Our cove light system is out-of-date and starting to deteriorate. Upgrading to a fully functioning, modern system will also enable us to use the lights as special effects during laser shows. Quotes from 2 planetarium cove light vendors were obtained.
- f. Service maintenance contracts will be included in new equipment, allowing the museum to save money by reducing downtime and limit repair costs.

B. New Server - \$30,000

- a. Provide on-site storage for our ongoing effort to digitize our collection and have an online searchable database. This project has seen a huge increase in digital photography files needed to be stored and the sequel database size.
- b. This new server with expanded storage capabilities will provide a stable and safe environment to store our digital records.

C. WIFI Expansion - \$70,000

- a. Expand Wi-Fi coverage to include all public spaces in the museum to provide guests with a free and secure public Wi-Fi option. There are no matching funds available for this request. This is a non-recurring appropriation request and does not require annualization.
- b. Evaluation of use would require third party testing of systems to insure they are functioning properly. Also, if there are no data breaches.

D. Security Camera System - \$60,000

- a. Replace 14 cameras to completely decommission our old Security Camera system.
- b. Add 52 new cameras to provide better coverage of public spaces and collection storage spaces to provide better guest protection and the protection of museum assets and collection.
- c. Funding would provide additional equipment to deter possibility of data theft and provide monitoring for your asset collection

II. Capital – \$3,750,000 - Phase 2 Permanent Gallery Renovation

2019.20 Phase 1	\$3,000,000 State	+	\$1,500,000 Foundation	=	\$4,500,000
2020.21 Phase 2	<u>\$3,750,000 State</u>	+	<u>\$1,750,000 Foundation</u>	=	<u>\$5,500,000</u>
Total	\$6,750,000 State	+	\$3,250,000 Foundation	=	\$10,000,000

- The State Museum received a \$3.0 million supplemental appropriation for 2019.20 which along with a \$1.5 million contribution from the SCSM Foundation will total \$4.5 million for **Phase 1** of the project. **Phase 2** will complete the funding needs for the gallery renovation.
- The Foundation has already raised \$1,275,000 of their \$1,500,000 portion for Phase 1 and are launching the campaign for the remainder of their funding support = **\$2,000,000** to raise.
- The museum's permanent exhibits are in need of renovation to better represent its expanding collection, replace outdated exhibit delivery systems and bring a 1980's building infrastructure into the new millennium. More than half of the total museum collection remains in storage. Renovated galleries will allow for better representation of its rich history and the lessons we can learn from it and updated exhibit techniques will allow audiences to access information through a variety of mediums, ranging from dynamic displays to engaging interactives to innovative media presentations. The building's flooring and wall treatments are showing their age and an inefficient lighting system should be replaced with a more efficient and cost-effective LED system offering better conditions for artifact preservation. Creating a larger multi-use gallery on each floor will add the ability to present more content and provide additional income through increased rental opportunities. Finally, the galleries are in need of updated environmental graphics, signage and way-finding that complement the design language of the recent Windows to the World expansion.

Explanation of the request:

- South Carolina Museum Foundation would contribute \$3,250,000 to the project bringing the total project cost to \$10,000,000 Foundation sources would include private, foundation and corporate support
- This project begins stage two of the complete renovation of the museum. Stage 1 (\$23.5 million) was opened in August of 2014 and included the addition of a planetarium, 4D theatre, observatory, telescope gallery and guest service and rental/retail enhancements
- Stage 2 will transform the existing 3 floors of permanent exhibits to the same standard of quality as the WTNW components. No additional operating costs are needed. The construction would be phased so the museum would not close during the renovations as we would do one floor at a time.

BUDGET	Design	Exhibits	Construction	Total
Professional Fees	\$ 1,500,000	\$ -	\$ -	\$ 1,500,000
Equipment	\$ -	\$ 4,000,000	\$ -	\$ 4,000,000
Renovations		\$ 1,750,000	\$ 1,500,000	\$ 3,250,000
Utilities	\$ -	\$ 500,000	\$ 300,000	\$ 800,000
Contingency	\$ <u>75,000</u>	\$ <u>275,000</u>	\$ <u>100,000</u>	\$ <u>450,000</u>
TOTAL	\$ 1,575,000	\$ 6,525,000	\$ 1,900,000	\$ 10,000,000

Permanent Gallery Renovation

- The continued success of the South Carolina State Museum to preserve history, convey content, and engage guests remains dependent upon an ongoing commitment toward strategic and timely renovations of the museum's facilities and exhibit program
- Over 30 years of constant use with no improvements has resulted in a facility that is well past its prime
- The galleries are in need of updated environmental graphics, signage, and way-finding that complement the design language of the recent Windows to the World expansion as well as better represent its expanding collection, replace outdated exhibit delivery systems, and bring the 1980s exhibits into the new millennium
- The exhibits are showing their age and an inefficient lighting system should be replaced with a more effective and cost-effective LED systems, offering better conditions for artifact preservation
- The collection is subject to negative environmental impacts including: fluctuations in temperature and humidity, water damage due to roof leaks, and insect damage due to deteriorating windows and doorways which allow easy access
- Today's audiences expect to access information through a variety of mediums, ranging from dynamic displays to engaging interactives and innovative media presentations. Renovated galleries will allow for better representation of our rich history and the lessons we can learn from it
- The South Carolina State Museum Foundation would contribute \$3,250,000 to the project, bringing the total project cost to \$10,000,000
- The recent Windows to the New World expansion of SCSM's public spaces dramatically improved the facility's operations while simultaneously exposing its decidedly dated artifact displays, antiquated media techniques, and obsolete interactives—a situation over 30 years in the making
- This project would begin Stage 2 of the complete renovation of the museum (Stage 1 being the Windows to the New World project) transforming the existing 3 floors of permanent exhibits to the same standard of quality as the Windows to the New World components
- The Windows to the New Worlds renovation and expansion generated positive impressions of South Carolina by landing in USA Today (press = 6.9 million impressions). The Museum is now the only attraction in the nation to house a planetarium, 4D Theater, Observatory, and a multidisciplinary museum under one roof as well as our free public lobby featuring exhibits from three government or agency partners, Columbia Metropolitan CVB, South Carolina ETV, and the South Carolina PRT
- The Windows to the New Worlds renovation increased visitation, as well as traditional and social media exposure, web traffic, membership, cultural travel and tourism