

PROJECT INFORMATIONProject Name: **Longmont Museum Building Expansion**Year First Shown in CIP: **2023**Is this a Budget Amendment? ☒Project #: **PBF227**Funding Status: **Partially Funded**Amendment Date: **04/21/2023****PROJECT DESCRIPTION:**

This project increases the footprint of the Longmont Museum in order to be able to serve Longmont's growing community. Cost of the project is estimated to be between \$15-23M, depending on the scale of specific components. The Museum already has a \$5M commitment from a private donor and will launch a capital campaign if necessary. These estimates do not include FF&E. The following objectives are addressed in the Plan:

YEAR 1, totaling \$4,005,281:

The contents of our Textile Storage are moving to our Museum Collections Center building. The 2018 building was purpose-built to house museum collections. This vacated space will be converted to office space and exhibition processing, accommodating exhibition storage that is currently handled with rented shipping containers temporarily stationed in the parking lot. (\$343,376)

Staff office relocation to the vacated Textile Storage will also allow for alterations in existing staff offices, making accommodations for Workplace of the Future hotel officing options. (\$283,186)

Renovations to the courtyard will give us the ability to capitalize on an underutilized area, creating a more appealing and functional space for outdoor educational programs, exhibition supplements, performances, and facility rentals—all of which have revenue-generating potential. A consultant to the new Museum of Boulder concluded that outdoor programming was essential in the context of our Colorado outdoor recreation cultureour competition is nature! (\$216,415)

There are several building maintenance issues and modifications that were discovered during the building audit that need to be addressed for the longevity of the building, plus necessary demolition. (\$3,162,304)

Year 2, totaling \$10,811,993:

Additional rotating gallery space will give us the flexibility to provide year-round family-friendly offerings at the same time that we are providing content that it more appealing to adults. Our exhibition calendar has settled into a pattern of prioritizing exhibitions that are kid-focused because they tend to have slightly higher attendance. While we would never neglect our kids and family audience, focusing solely on it misses an enormous range of other opportunities that add to the growing arts and culture identity of Longmont. Additional gallery space will give us the ability to expand our offerings and meet the needs of a growing community. Our membership reached its peak during Ansel Adams and Japanese paper exhibits, which are not aimed at a kids audience. (\$6,761,037)

The Museum Gift Shop is also thriving. We are seeing visitors more and more who come to the Museum solely to shop. Expansion gives us an opportunity to expand this space and create a more intentional retail experience, which is revenue generating. This work also includes a new entry experience and queuing space for ticket purchases and events. We will also add an amenity cafe in order to provide better customer service, lengthen a visitors stay, add to the vibrancy of the building, provide an additional source of revenue, and also give us better options for meeting a requirement of our liquor license, which is to provide food. (\$4,050,956)

Year 3, totaling \$7,519,469:

The Plan also includes added spaces for childrens-focused activityconverting our existing rotating gallery into a dedicated family-focused exhibit space with added classrooms that will provide year-round interactives for younger visitors. Our Discovery Days program has become so popular that we have to turn people away regularly. Our summer camps near sell out every season. The data is clear that there is a high demand for kids and family programming and exhibits. (\$4,641,618) Front Range Rising is an exhibit that details the history of Longmont. It is an invaluable resource for school tours, historians, tourists, and a variety of other community members. The content is timeless, but it is now 17 years old and becoming less relevant. It needs to be updated to reflect Longmont today, and also to incorporate more contemporary museology and storytelling. (\$1,000,000)

One of the amazing assets of the Museum is its view. We could capitalize on this asset with the addition of a rooftop deck that could be used for lunching, programs, receptions, rentals, etc. It could be themed to align with the Museums mission at the same time providing additional space for lounging and relaxing. (\$136,000)

Site work, landscaping, and community areas of the Museum will finish out the project (\$1,741,851)

PROJECT JUSTIFICATION:

Programs across the Museum (summer camp, Discovery Days, Thursday Nights, etc.) are selling out. We are seeing increased demand across departments. Expanding our footprint will allow us to meet this demand. The Longmont Museum & Cultural Center is increasingly becoming a cultural hub of the City. We are a multi-disciplinary organization whose mission includes art, science, history, performing arts and cultural expression of all kinds, for all ages. Our guiding framework is to bring Longmont culture to the world, and world cultures to Longmont. The current building footprint limits how we can live our mission. Specifically, it is difficult to provide offerings for children and adults simultaneously. Planned growth will add value to the City's offerings, increasing essential amenities for economic development opportunities that make the City as a whole more attractive. In 2021, we completed a privately-funded Master Development Plan, and in 2022, we are continuing to work with Essenza Architects to better understand a phased approach to building expansion in order to provide a thoughtful and systematic roadmap to reaching that goal.

SUPPORTING ENVISION LONGMONT GUIDING PRINCIPLES AND FOCUS AREA ALIGNMENT:☒ GP1: Livable Centers, Corridors & Neighborhoods☐ GP2: Complete, Balanced & Connected Transp Sys☒ GP3: Housing, Services, Amenities & Oppt for All☒ GP4: A Safe, Healthy, and Adaptable Community☒ GP5: Responsible Stewardship of Our Resources☒ GP6: Job Grwth & Economic Vitality-Innov & Col☐ Sugar Mill / Highway 119 Gateway☐ St. Vrain Creek Corridor☐ Hover Street Corridor☐ Midtown / North Main☐ Area of Change☐ Downtown / Central Business District (CBD)

Other Related Plans/CIP Projects:

Related Equity Insight:

Support both Equitable Access and Community - This project provides equitable access to quality recreational and cultural facilities throughout the community.

PROJECT COSTS:

2023/Yr1	2024/Yr2	2025/Yr3	2026/Yr4	2027/Yr5	Project TOTAL
4,045,334	10,920,113	7,594,664	0	0	22,560,111

SOURCE OF FUNDS:

Funded	2023	2024	2025	2026	2027	2023-2027 TOTAL
Public Improvement	1,012,589	0	0	0	0	1,012,589
Museum Services	1,010,000	0	0	0	0	1,010,000
Public Buildings CIF	527,000	0	0	0	0	527,000
Unfunded	Year 1	Year 2	Year 3	Year 4	Year 5	Unfunded TOTAL
Public Improvement	1,495,745	10,920,113	7,594,664	0	0	20,010,522

LOCATION MAP:

Longmont Museum Building Expansion

