

[Name of Museum]

BUSINESS PLAN

[date business plan issued]

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Business Plan Copy No. _____

Confidentiality Agreement

The undersigned reader acknowledges that the information provided by [Name of Museum] in this business plan is confidential. Therefore, the undersigned reader agrees not to disclose any of such information without the express written permission of [Name of Museum].

It is hereby acknowledged by the undersigned that the information to be furnished in this business plan is in all respects confidential in nature (other than such information which is already in the public domain through other means) and that any disclosure or use of same by the undersigned may cause serious harm or damage to [Name of Museum].

Upon request, this document is to be immediately returned to [Name of Museum].

Signature

Print Name

Date

TABLE OF CONTENTS

[NAME OF MUSEUM]

EXECUTIVE SUMMARY

Mission

The [Name of Museum] will be located in the _____ area of the City of _____. Its mission is to increase the public's awareness and knowledge of _____, and provide access to _____ for visitors of all ages. The Museum will strive to achieve the following goals:

- enhance the public's knowledge of _____;
- create more interest in _____;
- *[list other goals]*

Museum Concept

There is a demonstrated need in this country for more education and awareness about _____, both for children and adults. The Museum will help to fill this need by providing interactive exhibits, workshops, lectures, publications, outreach programs, conference and theater facilities.

The Museum will initially require about _____ square feet of space for its exhibits, restaurant and store. The exhibits and displays will be dynamic, entertaining, hands-on and interactive - to impart both knowledge and critical thinking skills, while at the same time inspiring a sense of fun and adventure. The Museum will layer its exhibits with information on a number of different levels, to foster learning by a diverse group of students, experts and amateurs from local, national and global audiences.

The goal is to help people from all walks of life and with all levels of knowledge to better understand and evaluate _____. To this end, the Museum plans to combine aspects of science, history, art, and anthropology museums. The result will be an exploration of _____, which will serve as an important center for education and culture in the City of _____.

Location

The Museum will be located in _____ square feet of space in the _____ Building, located _____, and will combine the historic aspects of the Building with an ultra-modern feel.

Themes

As part of its core of permanent exhibits, the Museum will address a number of themes, including:

[list]

The Market

The Museum's market will include local residents, tourists, and schools. _____ people live in the City of _____ and surrounding area, and of that number, _____ are school-age children. Last year, an estimated _____ people visited museums in the City, an increase of _____% from the previous year. _____% of these were international tourists, _____% were domestic tourists from other areas, and _____% were local residents.

Each year, approximately _____ out-of-town visitors come to the area, and many of these visitors are seeking an entertaining and educational experience for themselves and their families. The Museum will fill this need, in an engaging, interactive and fun manner.

Economic Impact

The Museum will have a significant impact on the local economy. Nearby businesses will benefit from the influx of _____ annual visitors that the Museum will attract. In its __ year of operations, it will generate about \$_____ in new economic activity. It will create _____ new jobs and produce about \$_____ in annual tax revenues. As a major new cultural institution, the Museum will help to increase the diversity of uses of the downtown area.

Management

The plan for the Museum is currently at an advanced concept stage, and consequently has only a skeleton management team. It also has a distinguished Science Advisory Board. The sponsors are seeking to recruit an experienced Chief Executive Officer as one of our key goals. Qualified candidates will have working experience in museum operations. They will need creative abilities and an entrepreneurial spirit. Other key initial positions are Vice President of Development and Vice President of Exhibits / Senior Curator.

Recruiting an effective Board of Trustees is perhaps the most crucial step in getting the Museum up and running. Board members should provide seed funding, vital people networks and entrepreneurial skills. They should possess management capabilities and provide guidance on content. The Board will boast a balanced mix of influence, skill, experience and funding ability.

Operations and Finance

The Museum is a non-profit entity. Its aim is to achieve a self-sustaining level of operating revenues. The Museum expects to break even when it attracts at least _____ visitors per year. Admission fees and corporate memberships will be the main source of income. The Museum will earn other revenues from its store and restaurant and from special shows and temporary traveling exhibits.

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of Visitors					
Total Income					
Operating Expenses					
Surplus (Deficit)					