

The 7th Generation Center... of the Canandaigua Lake, New York

THE
FINGER LAKES
MUSEUM



with generous support from



“Seven generation sustainability” is an ecological concept that urges the current generation of humans to live sustainably and work for the benefit of the seventh generation into the future. It originated with the Iroquois constitution - The Great Binding Law - which holds appropriate to think seven generations ahead (about 140 years into the future) and decide whether the decisions they make today would benefit their great, great, great, great, great grandchildren.

Consistent with its stewardship mission, The Finger Lakes Museum intends to work with local conservation, education, and economic development organizations to offer a forum for local, regional, and global sustainability initiatives. The Museum’s “7th Generation Center” will be an intriguing participation, outreach, monitoring and celebration center.

Wet your Appetite!

and study strategies for future sustainability ...

IMAGINE THE STORIES THAT THESE LEADERS COULD TELL... AND THE SPECIAL PLACE WHERE WE ALL COULD LEARN...

THE FINGER LAKES MUSEUM
 THE NATURE CONSERVANCY
 GANONDAGAN
 GREENTOPIA'S FUTURES SUMMIT
 THE CONGRESS FOR NEW URBANISM
 ROCHESTER INSTITUTE OF TECHNOLOGY
 SUNY SCHOOL OF ENVIRONMENTAL SCIENCE & FORESTRY
 NATIONAL GEOGRAPHIC
 FINGER LAKES COMMUNITY COLLEGE
 THE FINGER LAKES LAND TRUST
 THE STRONG MUSEUM
 THE US GREEN BUILDING COUNCIL
 SUNY BROCKPORT'S MARINE SCIENCE CENTER

THE CORNING MUSEUM OF GLASS
 REGIONAL COUNCILS & THEIR SUSTAINABILITY PLANS
 NYSEDA
 THE FINGER LAKES INSTITUTE
 NYS ENVIRONMENTAL FACILITIES CORPORATION
 FINGER LAKES WATERSHED ALLIANCES
 AND OTHERS....

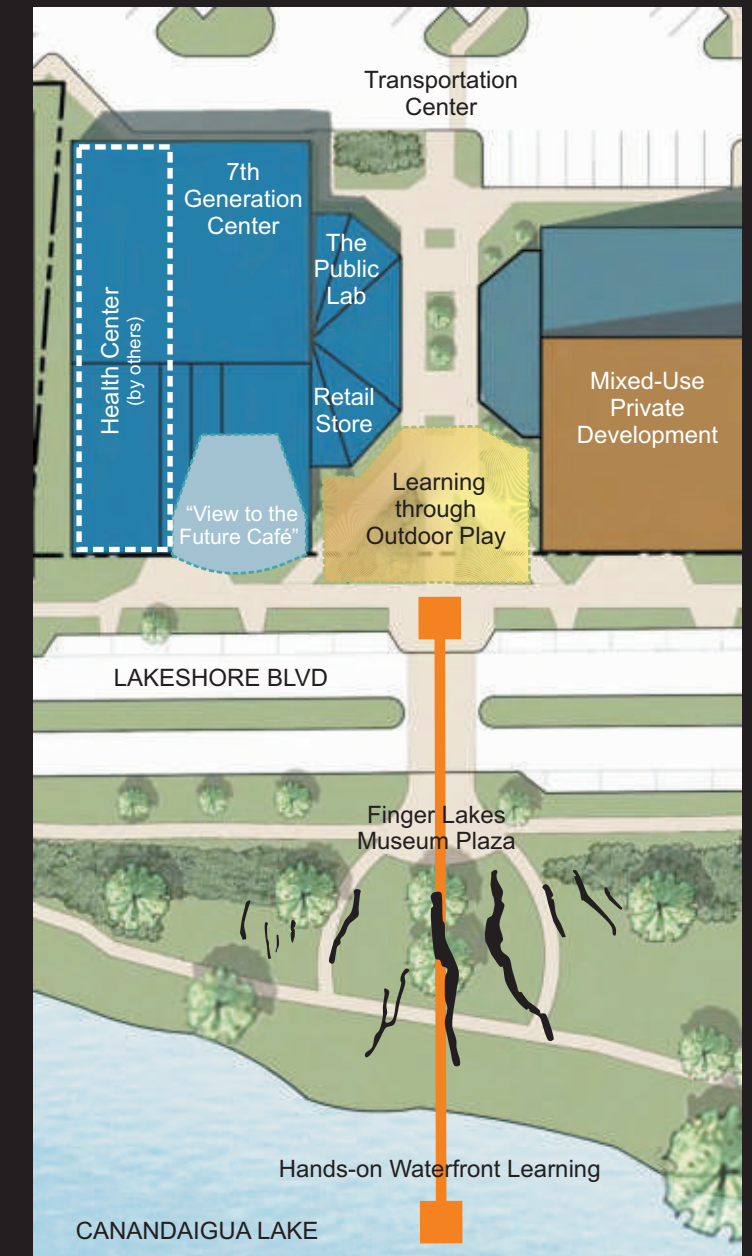
...IN AN UNMATCHED LOCATION WITHIN THE
 NORTH SHORE CANANDAIGUA DEVELOPMENT.

THE 7TH GENERATION CENTER
 of The Finger Lakes Museum

KERSHAW PARK

PROPOSED STORIES & EXHIBITS

The Seventh Generation Story & Interaction
 The Story of Fresh Water
 Stewardship Hall - Regional Partner Exhibits
 Regional Sustainability Plans
 The Public Laboratory for Interactive Learning
 Learning through Outdoor Play
 Adventure Experiences
 Introduction to The Finger Lakes Museum
 Education Center - Sustainability & Green Tourism
 Multi-Use Theater
 Retail Store
 Themed Cafe
 Transportation Center
 Waterfront Interpretation, Activities & Boating
 Flexible Classroom & Meeting Rooms
 Offices
 and much more...





First Floor

8,800 +/- sf



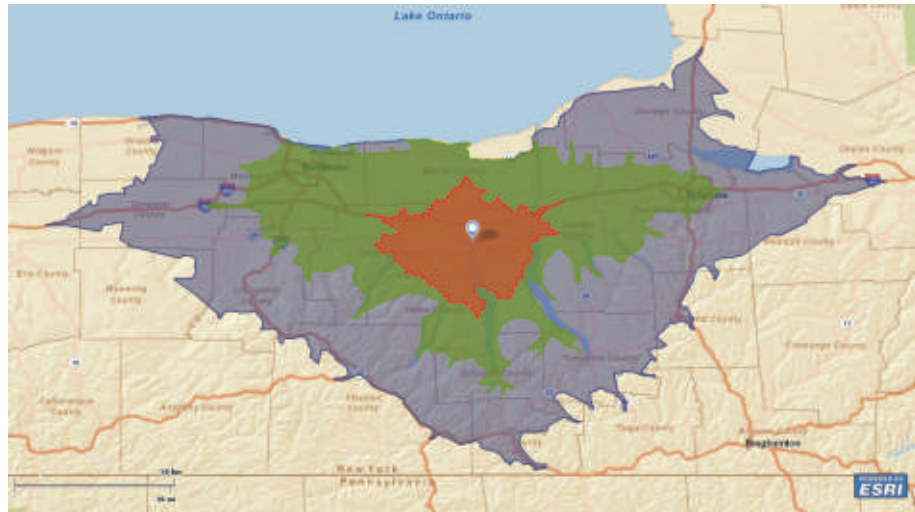
Second Floor

5,000 +/- sf



MARKET

- Over 2 Million within 2 hour Drive Time
- Resident & Visitor Markets
- Proximity to Rochester & Syracuse Markets
- Proximity to I-90 and NYS 5&20
- Multi-Modal Access & Public Transportation
- Growing Visitor Industry



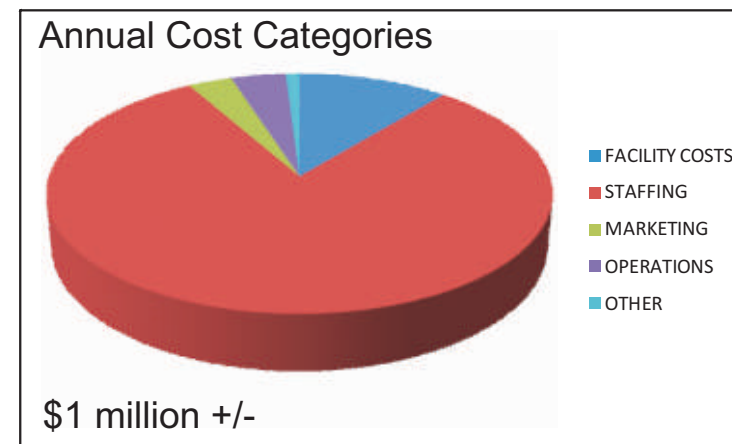
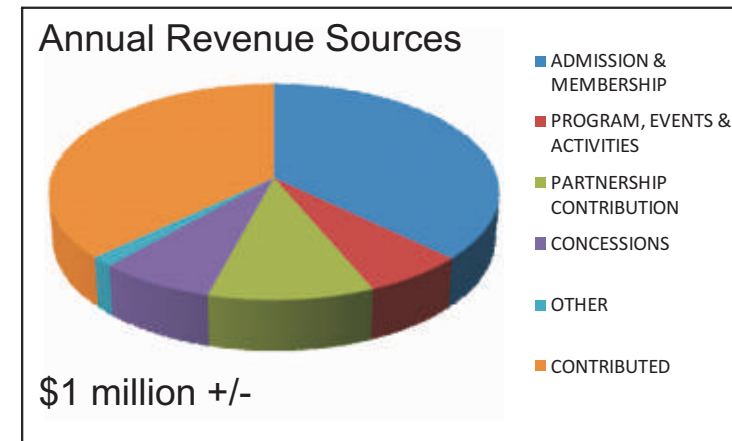
OPPORTUNITY

- Present your Own Exhibit
- Offer Special Programming within the Facility
- Utilize Shared Spaces for Meetings & Events
- Co-Market with other “7th Generation” Partners
- Sell your Gifts & Logo-wear
- Reach New Geographic & Niche Markets
- Drive Visitors to Your Finger Lakes Destination
- Outreach for Your Research or Educational Initiatives
- Participate in a Regional Stewardship Collaboration
- Network/Collaborate with Like-Minded Organizations
- Augment your Brand in a Stunning Location

PRELIMINARY COST CONSIDERATIONS FOR “7TH GEN” PARTNERS

- \$2,400 to \$12,000 Annual Cost (to be confirmed)
- \$10,000 to \$35,000 Initial Investment (to be confirmed)
- Required Participation in Joint Grant Writing & Fundraising
- Maintenance & Staffing of Your Exhibits (if any)

FINANCIAL PROJECTIONS



Sources & Uses

| SOURCES | |
|--------------------------------|---------------------|
| The Finger Lakes Museum Equity | \$ 125,913 |
| Partners | \$ 160,000 |
| Outdoor Site/Exhibit Sponsor | \$ 250,000 |
| Grants | |
| NYSERDA | \$ 750,000 |
| CFA | \$ 250,000 |
| Philanthropic Giving | \$ 275,573 |
| Corporate Gifts | \$ 275,573 |
| Total Revenue | \$ 2,087,058 |
| USES | |
| Construction | \$ - |
| Design & Soft Costs | \$ 201,825 |
| Build-out | \$ 1,173,000 |
| Outdoor Site/Exhibits | \$ 250,000 |
| FF&E | \$ 172,500 |
| Café Stock & Start-up | \$ 50,000 |
| Retail Stock & Start Up | \$ 50,000 |
| Misc./Contingency | \$ 189,733 |
| Total Expenses | \$ 2,087,058 |

Annual Operating Projections

| REVENUE | |
|--|---------------------|
| <u>Earned</u> | |
| Admission | \$ 375,000 |
| Membership | \$ 5,000 |
| Program Fees | |
| Livery License | \$ 8,000 |
| Guided Education | \$ 8,775 |
| Parking Revenue | \$ - |
| Net Event Space | \$ 15,000 |
| Partner Sub-lets | |
| 4 Anchor Partners (\$12,000 ea) | \$ 48,000 |
| 6 Additional Partners (\$6,000 ea) | \$ 36,000 |
| Museum Gallery Space (ten partners at \$2,400/yr ea) | \$ 24,000 |
| Adventure Packaging | \$ 18,000 |
| Visitor Packaging | \$ 10,000 |
| Movie/Video Programs | \$ 9,100 |
| Transportation | Future |
| Partner Dedicated Space | \$ - |
| Educational Programming Rental Fees | \$ 7,800 |
| Net Café Income (50 Seats) | \$ 31,938 |
| Retail Commission Income | \$ 43,750 |
| Misc. | \$ 5,000 |
| Earned Revenue Sub-Total | \$ 645,363 |
| <u>Contributed</u> | |
| Sustaining Partners | |
| G/FLRegional Planning (2 Educators/Staff Persons) | \$ 87,500 |
| NYSERDA | \$ 100,000 |
| Corporate Support | \$ 50,000 |
| Operating Endowment | \$ - |
| Fundraising, Grant Writing & Philanthropic Giving | \$ 50,000 |
| Volunteer Educators/Dosuns | \$ 91,000 |
| Total Revenue | \$ 1,023,863 |
| EXPENSES | |
| Lease/Debt Service | \$ 82,800 |
| Utilities | \$ 20,700 |
| Staffing | |
| General Manager | \$ 67,650 |
| Marketing & Sales | \$ 35,750 |
| Administration | \$ 22,750 |
| Ticketing, Dosuns & Educators | \$ 364,000 |
| Retail Store Staff | \$ 97,500 |
| Café Staff | Revenue # is Net |
| Concierge | \$ 87,750 |
| Public Lab Manager | \$ 65,000 |
| Transportation | Future |
| Facilities Crew | \$ 68,250 |
| Marketing & Public Relations | \$ 32,268 |
| Operations | \$ 40,433 |
| Maintenance & Upkeep | \$ 6,900 |
| Maintenance Fund | Included in Rent |
| Transportation | Future |
| Research Vessel | By Others |
| Misc. | \$ 10,000 |
| Total Expenses | \$ 1,001,751 |
| Surplus | \$ 22,112 |