



## *The Palm Beach Museum of Natural History*

*Boynton Beach  
Historic High School  
Project Proposal*

*December 2011*



# ***Proposal Highlights***

***Establishment and Background  
of the  
Palm Beach Museum of Natural History***

***Proposal for the establishment of the Museum  
at the  
Boynton Beach Historic High School***

***Museum quality exhibits open to the public - Emphasis on scientific research programs***

***Marketing Analysis***

***Costs and Funding Solutions***

***Establishment of the Museum as a center of scientific education may include:***

***Formal association with FAU Department of Continuing Education***

***Degree granting programs in Museum Studies***

***Teacher Professional Development Program***

***On site adult education classes***

***Description of Museum focus and its goal as the premier regional center for the study and public  
presentation of the Natural History and Archaeology of Florida and the Caribbean***

# *The Palm Beach Museum of Natural History*

## *Mission*

*The primary focus of The Palm Beach Museum of Natural History (PBMNH) is to research, interpret, and explain the natural history and archaeology of southern Florida, to include its place within the context of the wider Caribbean region. A key goal of the Museum is the education of the public through the presentation of exhibits, lectures, classes, and hands on learning experiences.*

# *The Palm Beach Museum of Natural History*

## *Organizational Summary*

- A Florida Non-Profit Corporation Established April 2005
- 501(c)3 Status Granted November 2006
- No Formal Affiliation with Palm Beach County
- Board of Trustees – Governing Body
- Trained Scientific Staff
- Traveling Exhibits
- Research Collections
- Dinosaur Expeditions
- Archaeological Excavations
- School Outreaches
- Monthly Lecture Series

# *The Palm Beach Museum of Natural History*

## *Significant Developments*

- Affiliation with The Gold Coast Anthropological Society - 2005
- Affiliation with The South Florida Chapter of the Archaeological Institute of America - 2006
- Acquisition of *Cheryll* an Adult *Triceratops* - 2006
- *"Expedition Dinosaur"* exhibited at the Plantation Historical Museum  
Plantation, FL May – November 2007
- *"Expedition Dinosaur"* exhibited at Nova Southeastern University  
Davie, FL November 2007 - February 2009
- *"Expedition Ice Age"* exhibited at the Plantation Historical Museum  
Plantation, FL May 2008 to Present
- Acquisition of Siberian Raptor, Dinosaur Type Specimen, September 2009
- *"Expedition Dinosaur"* exhibited at The Showboat Casino  
Atlantic City, NJ July - September 2010
- *"Expedition Dinosaur"* to be exhibited at the South Florida Science Museum  
West Palm Beach, FL January - May 2012

# *Boynton Beach Historic High School Redevelopment Project*

## **Development Objectives**

- **Redevelop the high school at little or no cost to the city**
- **Create new employment and new business**
- **Stimulate new investment in the neighborhood**
- **Develop new downtown gateway**
- **Generate tourism**
- **Re-brand the city's image**

# *Boynton Beach Historic High School Redevelopment Project*

## **Research – Historic High School Public Survey**

• Visual and performing arts	74.3%
• Public community center	63.2%
• Education	53.7%
• Tourist attraction/destination draw	52.9%
• Conference/meeting space	50.7%
• Government and/or public service	47.1%
• Small restaurants, café	46.3%
• Youth activities	44.9%
• Museum	44.9%

# *Boynton Beach Historic High School Redevelopment Project*

## **Key Findings**

### ***Real Estate Market - More Likely, More Desired***

- Office Redevelopment
- Hospitality, food & Beverage, and Conference/meeting
- Culture & the Arts

### ***Preferred Development Concepts – Concept 1 : Single User***

- Hospitality/Conference/Banquet
- Education



# *The Palm Beach Museum of Natural History* *Boynton Beach Historic High School Site*

## **Proposed Uses**

- **Museum Galleries**
- **Research Laboratories**
- **Educational Classrooms**
- **Lecture Hall/Theater**
- **Research Library**
- **Museum Cafeteria/Banquet Hall**
- **Museum Store & Book Shop**
- **Museum Coffee Shop**
- **Administrative Offices**

# *The Palm Beach Museum of Natural History Boynton Beach Historic High School Site*

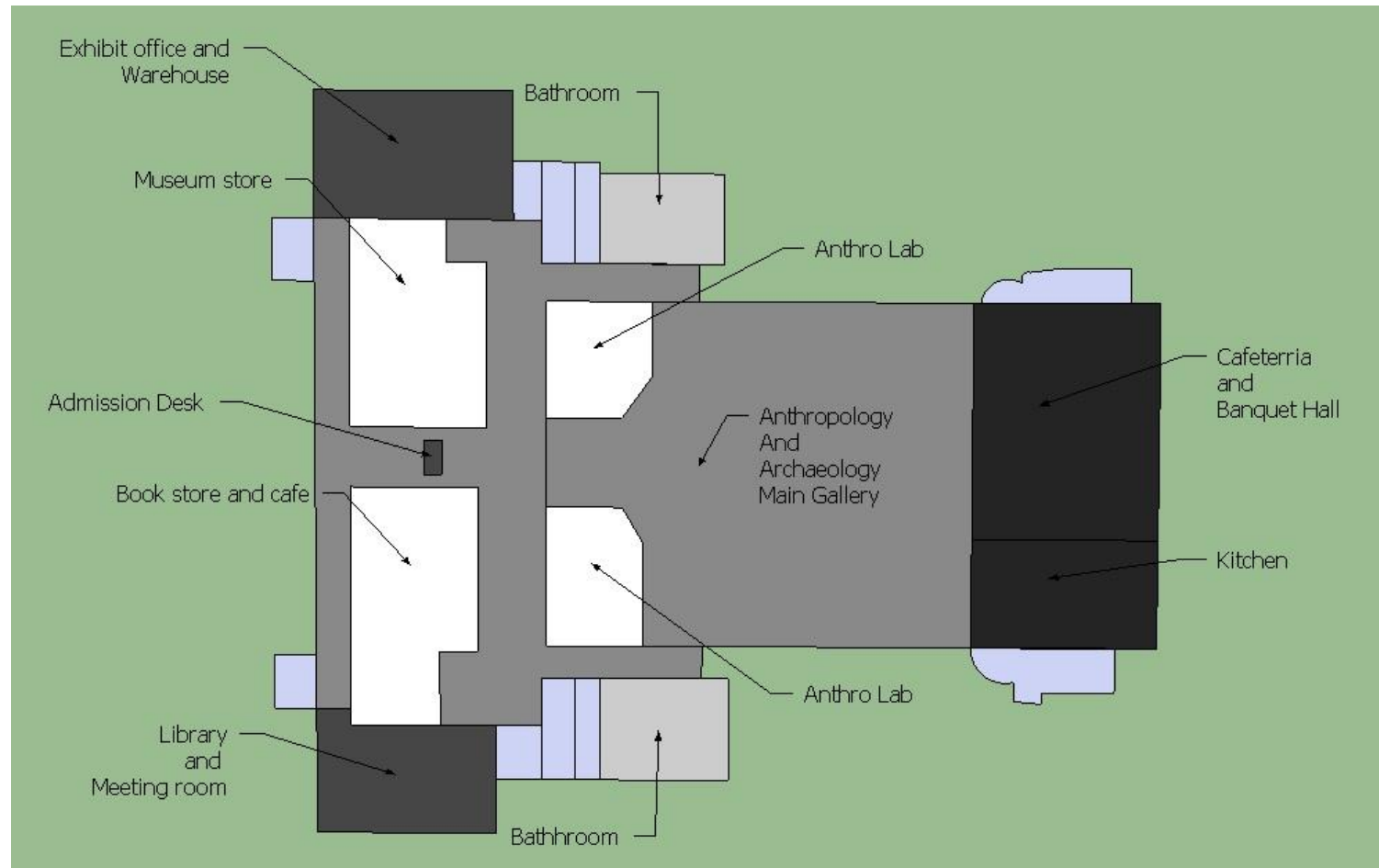
## **Concept Summary**

*The Palm Beach Museum of Natural History located in Boynton Beach at the site of the Historic High School will meet several of the redevelopment objectives and satisfy the majority of the desired uses. The Museum galleries will house exhibits of regional interest and draw both local visitors and tourists. Both the exhibits and educational classrooms will be available for K-12 school tours and workshops. The classrooms and research laboratories will also be available for Museum sponsored training programs designed for high school students, college undergraduate and graduate students, and members of the Adult Education community. The Museum theater and lecture hall will host both public and private presentations and along with the Museum cafeteria be available for a variety of mixed use events such as business meetings, social events, and private parties. The Museum shop, bookstore, and coffee shop will be open to the public. The research library will seek a partnership with the Palm Beach County Library System. It is envisioned that the Museum will form a major cultural hub and drive additional development within the downtown Boynton Beach area.*

# *The Palm Beach Museum of Natural History*

## *Boynton Beach Historic High School Site*

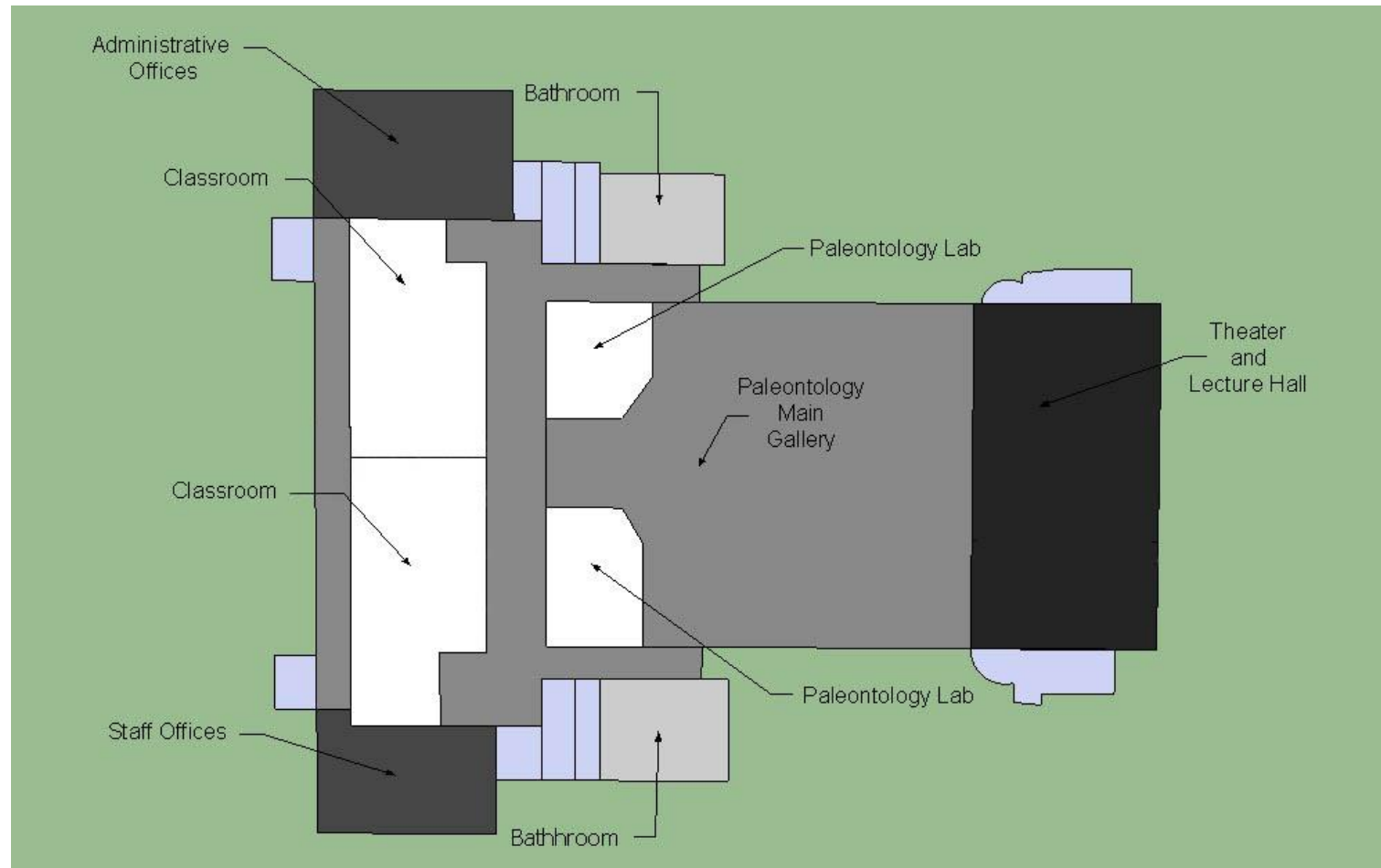
### First Floor Layout



# *The Palm Beach Museum of Natural History*

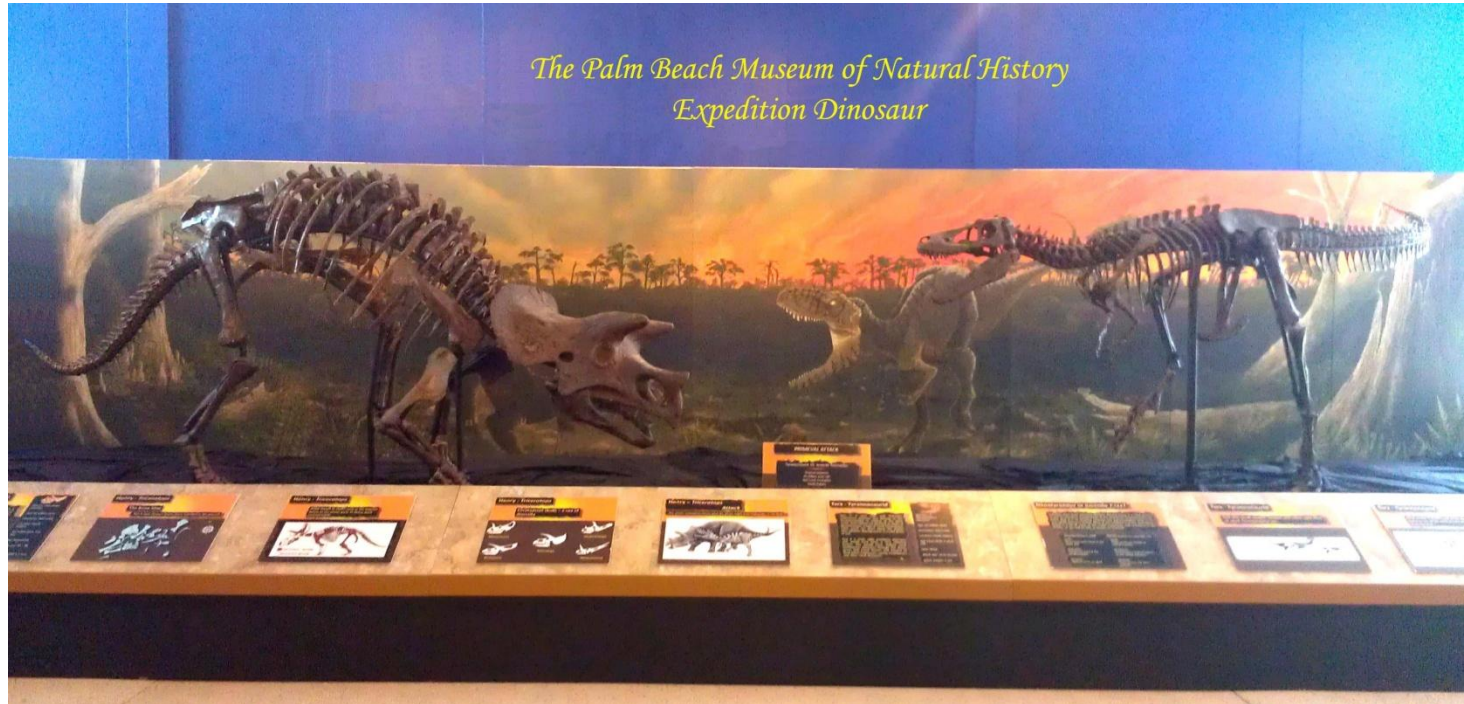
## *Boynton Beach Historic High School Site*

### **Second Floor Layout**



# *The Palm Beach Museum of Natural History*

## *Expedition Dinosaur*

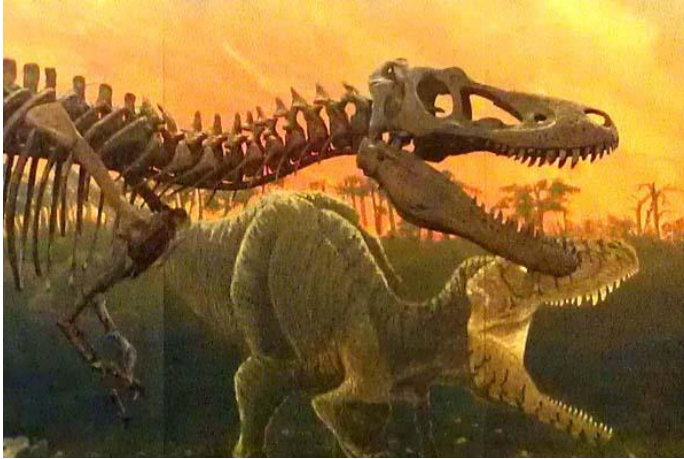


The central diorama of “Expedition Dinosaur” features two rare, actual dinosaur skeletons. The juvenile Triceratops was discovered in 2005 where it was excavated from the famous Hell Creek Formation of South Dakota. Also from the Hell Creek Formation is Nanotyrannus, the only mounted specimen of its kind in existence.



# *The Palm Beach Museum of Natural History*

## *Expedition Dinosaur*



At sixteen feet long and six feet high at the hip, *Nanotyrannus* represents a new, dwarf species of its larger, more famous cousin *Tyrannosaurus rex*.

Not all dinosaurs were giants. Here a four foot long *Stegoceras* (actual skeleton) defends itself from the small but vicious meat-eater *Dilong paradoxus* (cast replica), the smallest relative of *T. rex* ever found. The scene is Asia, 70 million years ago.



# *The Palm Beach Museum of Natural History*

## *Expedition Dinosaur*



**“Cheryll” is an adult *Triceratops* that was excavated from South Dakota’s Hell Creek Formation by the Museum’s paleontologists during the 2003 field season. When Cheryll died her left side was left exposed on the ground surface where it could be eaten by scavengers or washed away, leaving only her right side to fossilize. Assembled as a wall mount, Cheryll is more than twenty feet long and stands an impressive ten feet tall at her hip.**

# *The Palm Beach Museum of Natural History Expedition Dinosaur*



About the size of a large bird, raptors such as *Sinovenator*, with their mouths full of razor- sharp teeth and large flesh-ripping claws on their feet, have been described as “the turkey from hell”! Evidence suggests that they hunted in packs. Here, four raptors have selected an eight-foot-long *Psittacosaurus* as their prey (cast replicas).



# *The Palm Beach Museum of Natural History*

## *Expedition Ice Age*



The central diorama of the exhibit is a scene depicting a confrontation between full-size replicas of two Saber-Toothed Cats and the Short-Faced Bear *Arctodus simus* that stands over 12' high.

Expedition Ice Age offers a view of Florida during the Pleistocene Epoch (approximately 2.6 million to 10,000 years ago) when much of North America was covered in ice and the environment of Florida was radically different.



# *The Palm Beach Museum of Natural History*

## *Exhibit Plan*



South Florida Science Museum - West Palm Beach, FL  
January to May 2012



Plantation Historical Museum - Plantation, FL  
May 2008 to Summer 2012

### ***Expedition Megalodon***

Florida's Savage Ancient Seas  
Coming Fall 2012

### ***Expedition Conquistador***

Florida's 500<sup>th</sup> Anniversary  
Coming Spring 2013

### ***Expedition Amazon***

The Last Blank Spot on the Map  
Coming Fall 2013

# *The Palm Beach Museum of Natural History*

## *Scientific Studies Programs*

The following is a partial list of educational activities and course offerings that may be developed and offered by The Palm Beach Museum of Natural History:

- **Affiliation Program with Florida Atlantic University**
- **FAU Anthropology Internship Program, developed with the support of the Florida Anthropological Society**
- **Directed Independent Study Courses, Dept. of Geosciences, FAU**
- **Museum Studies Program**
- **Adult and Continuing Education Programs**
- **Guided K – 12 tours program for the Palm Beach County School System**
- **Teacher Professional Development Program**

# *The Palm Beach Museum of Natural History*

## *Museum Studies Program*

### **Undergraduate**

- Introduction to Museum Administration
- Introduction to Museum Marketing and Development
- Introduction to Museum Finances and Operations
- Introduction to Museum Collections Management
- Museum Field Methods
- Introduction to Museum Laboratory Methods
- Educational Programming for Museums
- The Museum as a Learning Resource
- Exhibit Research and Design
- Exhibit Installation
- Museum Internship
- Directed Independent Study

### **Graduate**

- Museum Administration
- Museum Marketing and Development
- Museum Finances and Operations
- Museum Law
- Natural History Collections Management
- Anthropology Collections Management
- Design and Management of Museum Facilities
- Design and Management of Museum Exhibits
- Preservation and Conservation
- Museum Special Topics Seminar
- Museum Internship
- Directed Independent Study
- Masters Topic in Museum Studies
- Thesis

# *The Palm Beach Museum of Natural History*

## *Adult and Continuing Education*

### **Museum Certificate Program Paleontology**

- Introduction to Paleontology
- Introduction to Geology
- Ancient Marine Environments
- Stratigraphy and Sedimentation
- Invertebrate Paleontology
- Vertebrate Paleontology
- Paleontology Field Methods
- Curation and Laboratory Techniques
- Research Methods & Report Writing
  
- Participation in one field project is required

### **Museum Certificate Program Archaeology**

- Introduction to Anthropology
- Introduction to Archaeology
- Physical Anthropology
- Zooarchaeology
- Florida Archaeology
- The Archaeology of Meso-America
- Archaeological Field Methods
- Curation and Laboratory Techniques
- Research Methods & Report Writing
  
- Participation in one field project is required

# *The Palm Beach Museum of Natural History*

## *Adult and Continuing Education*

### **Examples of Life Enrichment Courses**

- **Forensic Anthropology – The Real CSI**
- **Underwater Archaeology**
- **Pre-Columbia Pottery Course and Workshop**
- **Flint Knapping Workshop**
- **Mayan Hieroglyphics Course and Workshop**
- **Pre-Columbian Art and Architecture**
- **Collecting Florida's Fossil Shells**

# *The Palm Beach Museum of Natural History*

## *K-12 Education Programs*

- Basic tours of museum exhibits are one hour in duration
- Additional one hour hand-on workshop is available
- Tours and workshops conducted by trained docents and educators
- Tour packages designed for groups 30 students
- Museum can accommodate up to 120 students simultaneously
- Tours meet FCAT Standards
- Student groups have use of museum cafeteria for lunches
- Primary market: The Palm Beach County Public School System
- Secondary markets: Broward and Martin County Schools
- Additional markets: Charter and Home School population

# *The Palm Beach Museum of Natural History*

## *Additional K – 12 Programs*

- **School Outreach Program**
- **School-in-the-Museum Program**
- **Summer Camp Program**
- **Junior Certificate in Museum Studies**
- **Teacher Professional Development Program**



# *The Palm Beach Museum of Natural History*

## *Museum Store and Shops*

- Similar to the Nature Store, Inc. or the Museum Store, Inc.
- Inventory adjusted to reflect current Museum exhibits
- Additional merchandise will concentrate on items related to the Museum's overall mission.
- Museum Coffee Shop similar to Starbuck's or Dunkin' Donuts  
(may seek third party franchise)
- Museum Book Store focusing on natural history and related subjects
- Cafeteria/ Banquet Hall catering to both public and special events
- Theater and Lecture Hall open to use by private and community groups

# *The Palm Beach Museum of Natural History*

## *Special Events*

- **Business meetings**
- **Scientific conferences**
- **Social organization meetings**
- **Corporate and Private parties**
- **Art and Craft shows**
- **Music Nights at the Museum**
- **Wine and Cheese singles events**
- **Cultural theme festivals**

# *The Palm Beach Museum of Natural History*

## *Museum Trustees and Key Staff*



### **Rudolph Frank Pascucci**

- **President and Director**
- **BA Anthropology – Florida Atlantic University**
- **BA Speech Arts – Hofstra University**
- **Commissioned Officer US Army 1968 -1993**
- **Director Graves Museum of Archaeology and  
Natural History 2002-2004**
- **Science Teacher Everglades Preparatory Academy  
Pahokee, FL 2009 - 2011**

# *The Palm Beach Museum of Natural History*

## *Museum Trustees and Key Staff*



### **Patricia K. Flynn**

- Vice-President and Assistant Director
- President The Florida Anthropological Society  
2007 – 2009      2011 - Present
- The Florida Public Archaeology Network  
Executive Board Member
- Vice-Chair Broward Heritage Coalition
- Assistant Director Graves Museum of Archaeology and  
Natural History 2002-2004

# *The Palm Beach Museum of Natural History*

## *Museum Trustees and Key Staff*



**Bryan L. Pedrazzoli**

- Treasurer and Assistant Director Technology & Media
- Museum Internet Technician and Graphics Designer
- Owner Fix-My-PC-Store Royal Palm Beach FL
- Vice – President Nettech, Inc.

# *The Palm Beach Museum of Natural History*

## *Museum Trustees and Key Staff*



### **Peter Ferdinando**

- Secretary and Curator of Anthropology
- Ph.D. History Florida International Univ. – In Progress
- MA Anthropology Florida Atlantic Univ. 2002
- BA History University of Central Florida 2009
- BA Anthropology Florida Atlantic Univ. 2000
- Holder of the John H. Hann Award 2011

Florida Historical Society

- Author of more than a dozen scientific articles,  
conference papers and presentations

# *The Palm Beach Museum of Natural History*

## *Museum Trustees and Key Staff*



### **Robert DePalma**

- **Curator Vertebrate Paleontology**
- **MS Geology w/Honors University of Kansas 2010**
- **BS Geology Florida Atlantic University 2007**
- **Paleontology Laboratory Coordinator**  
**Univ. of Kansas 2009 – 2010**
- **Scientific Illustrator Univ. of Kansas 2009 – Present**
- **Author of five scientific journal articles with more  
than a dozen in preparation**
- **Discoverer of seven new species**

# *Market Analysis Summary*

## *Market Segmentation*

**The Palm Beach Museum of Natural History will be the only institution in southern Florida that deals specifically with archaeology and natural history.**

### **Summary of like institutions:**

- |   |  |
|---|--|
| • The Historical Museum of Southern Florida | Historical Archaeology   |
| • The Miami Museum of Science               | Hosts occasional exhibits<br>Geared towards children's education programs  |
| • Museum of Science and Discovery           | Primarily children's education programs<br>Lacks research collections      |
| • The Ft Lauderdale Historical Museum       | Very limited size, restricted hours  |
| • South Florida Science Museum              | Focus is general science and nature<br>Lacks research collections and labs |
| • Florida History Center and Museum         | Outside the market area<br>Limited size                                    |



# *Market Analysis Summary*

## *Market Segmentation*

**The Museum will attract and serve the following portions of the regional population:**

• Palm Beach Co. population (2000 Census)	1,131,184
• Broward Co. population (2000 Census)	1,623,018
• Miami-Dade Co. population (2000 Census)	2,253,362
• Visiting tourist population of southern Florida	More than 4 million per year
• The Palm Beach County Public School System	More than 170,000 students K-12
• Palm Beach County Adult Education programs	More than 100,000 adult students
• Florida Atlantic University Continuing Education students	More than 24,000 students
• FAU Life-long Learning Society	More than 22,000 members

**Anthropology, geology, science and related majors from the community college, independent college, and State University System student populations of southern Florida**

**Florida Atlantic University – More than 25,000 students**

**Florida International University – More than 34,000 students**

**Miami-Dade County Community College – More than 47,000 students**

**Broward County Community College – More than 44,000 students**

**Palm Beach County Community College – More than 42,000 students**

**Nova Southeastern University – More than 18,000 students**

**University of Miami – More than 14,000 students**

# *Market Analysis Summary*

## *Visitor profile*

The following visitor profile is based on research conducted by the American Museum of Natural History and the British Museum:

- Visitors are roughly divided between males and females
- 43% of museum visitors are between the ages of 17 and 34
- 41% of museum visitors are over age 45
- 60% of visitors were making their first visit, 30% had visited between 1 and 5 times previously, 10% had visited more than 5 times
- Of those visitors, 29% had visited within the last 6 months, 22% within the last year, and 22% within the last 3 years
- 35% of visitors are unaccompanied, 50% are visiting with a companion, 10% were in a group of from 2-4 persons

# *Market Analysis Summary*

## *Visitor profile*

**People give the following six motivations, in no particular order, when asked why they have visited a museum:**

- **The social activity of the day out with family or friends**
- **To have an educational experience**
- **To have an enjoyable experience**
- **To see a special exhibition**
- **Curiosity about what is in the museum**
- **“just passing” (in particular, where admission is free)**

**Visitors may be broken down into three broad categories**

- |  |            |
|--|------------|
| • <b>Specialists and Professionals</b>         | <b>10%</b> |
| • <b>Educational Parties and School groups</b> | <b>25%</b> |
| • <b>The “general public”</b>                  | <b>65%</b> |

# *Market Analysis Summary*

## *Target Market Analysis*

- **Combined population of Palm Beach, Broward and Dade Counties over 6 million**
- **Annual Tourist Population over 5 million**
- **Boynton Beach centrally located between two major population hubs**
- **Close proximity to Florida Atlantic University**
- **Palm Beach County School District one of the largest in the country**

# *Market Analysis Summary*

## *Market Needs*

- There is currently no comprehensive and integrated interpretation of Florida/Caribbean pre-history available to the general public or serious student. A large portion of the target population traces their cultural roots to this region.
- Florida has a particularly rich paleontological background; it is one of the two best Pleistocene mammal sites in the world. The nearest comprehensive exhibit is over 200 miles away.
- The unique ancient marine environment of Florida is practically unknown to the general public as is the overall story of the prehistoric seas and the creatures that lived in them.
- Florida Atlantic University lacks an associated science museum where graduate and undergraduate anthropology and geology students can get practical hands-on experience in museum research projects.
- The Museum provides an additional local site to seniors, students and members of the general community for social and volunteer activities.
- The Boynton Beach downtown area would benefit from having an institution with a regional draw and that would also form the nucleus of a cultural hub to drive redevelopment plans.

# *Impact*

**The Museum should have a substantial positive economic impact on the downtown Boynton Beach Area.**

- **A major tourist attraction for an estimated 50,000 visitors the first year**
- **A center for community and county wide events**
- **An attraction for the establishment or relocation of additional businesses**
- **Increased economic activity for local business due to visitor flow**
- **Corresponding increase in revenues from local businesses**
- **Increased positive publicity and name recognition for Boynton Beach**
- **An addition of 20 to 30 full and part-time museum staff jobs**
- **Provides a popular solution for the preservation of the Historic High School**

# *Estimated Costs*

**A total of \$5 million to \$8 million would likely be required as indicated below.  
Estimated time for completion of the project is 24 to 36 months.**

- Building renovation** **\$3 – 5 million**
- Construction of new or upgrading of current museum exhibits** **\$500,000**
- Purchase of museum furniture, fixtures, and equipment** **\$250,000**
- Start-up costs** **\$250,000**
- Operating funds for a period of 3 years** **\$1 – 2 million**

# *Funding Model*

**Extreme public interest in natural history subjects such as dinosaurs and archaeology plus the high profile character and regional scope of the project lends itself to large-scale fundraising at the highest levels, in particular through foundation, corporate, and private sources.**

**A Capital Fundraising campaign will focus on the following strategy:**

- |                            |  |
|----------------------------|--|
| <b>• Foundations</b>       | <b>Raised thru grant applications</b>                  |
| <b>• Corporations</b>      | <b>Raised thru sponsorships of exhibits and events</b> |
| <b>• Private donations</b> | <b>Raised thru personal appeals to major donors</b>    |
| <b>• State Grants</b>      | <b>Limited funds raised thru grant applications</b>    |
| <b>• Local government</b>  | <b>No funding will be sought from these sources</b>    |
- 
- A substantial degree of small donor and volunteer support is expected**



# *Required Next Steps*

## **Support from the Community Redevelopment Agency**

- Letter of Intent
- Recommendations for contacts
- Recommendations for participants in the project

## **The Palm Beach Museum of Natural History**

- Create detailed Capital Campaign strategy

## **Create a detailed redevelopment plan with cost estimates**

## **Pursue broad-based support**

- Palm Beach County Commission
- Boynton Beach City Commission
- Boynton Beach Chamber of Commerce
- Palm Beach County Public School System
- General public and news media
- Corporate and major private sources

# *Contact*

**For more information about this project or this proposal document contact:**

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