

**Agency: Commerce, Community and Economic Development****Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Homer Society of Natural History dba Pratt Museum****Federal Tax ID: 92-6002856****Project Title:****Project Type: New Construction and Land Acquisition**

# Homer Society of Natural History dba Pratt Museum - New Museum Building Construction

**State Funding Requested: \$1,980,000**  
One-Time Need**House District: Kenai Areawide (28-30)****Brief Project Description:**

The Pratt Museum's \$9.5 million New Facility and Site Redesign project will better serve visitors, the region, and the state, well into the future.
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**Funding Plan:**

Total Project Cost:	\$9,500,000
Funding Already Secured:	(\$2,400,000)
FY2015 State Funding Request:	(\$1,980,000)
Project Deficit:	\$5,120,000

*Funding Details:**Secured*

\$8100000, Federal (NEH/USDA)2009/2010

\$5000000, State (State App/DNR) 2010/2011/2012/2013

\$125000, PGA Foundation 2009

\$10000, FNBA 2010

\$10000, TOTE 2012

\$30000, Petro Marine 2013

\$205000, Anon 2009/2013

\$600000, Patrons of the Pratt Society(2009/2010)

\$79575, Individuals 2011/2012/2013

*Future Targeted*

\$3,000,000, Foundations

\$1,000,000, Corporations

\$569,575, Individuals

**Detailed Project Description and Justification:****MISSION/BACKGROUND**

The national award-winning Pratt Museum preserves the stories of the Kachemak Bay region, one of the richest biological and cultural crossroads in Alaska. It provides a gathering place for people to learn and to be inspired by this region and its place in the world. Built as Homer's centennial project in 1968, it is one of the nation's leading community museums. In

**\$900,000  
Approved**

2004, the Pratt received the Governor's Award for Distinguished Cultural Service; in 2005, the National Award for Service; in 2011, the Arts Leadership Award from Homer Council on the Arts; and in 1996, 2000, 2009 and 2013, the Museums Alaska Award for Excellence in the Museum Profession.

Partnerships include the National Park Service, National Geographic, Cornell Laboratory of Ornithology and several Alaska museums and have propelled the Pratt's exhibits and programs far beyond the museum's walls. Prestigious grants from the nation's leading museum, arts, and humanities institutions have underscored the groundbreaking work of this small museum, which has been a source of pride for the local community, the Kenai Peninsula, and all Alaskans. The Pratt has long been a gathering place for homesteaders, Native Elders, artists, history and archeological aficionados. It remains a nexus of reflection and engagement for its community and visitors.

#### PLANS/WORK ACCOMPLISHED

A decade of thorough organizational evaluation, professional assessment, and community dialogue led to the decision to construct a new building and redesign the property. A feasibility study was conducted in 2009 in tandem with the development of draft architectural and site concepts. The McDowell Group studied the economic impact of the Pratt's operations and construction project, finding that the Pratt generates substantial economic activity in the region. Now nearing the end of the Design Phase, the Pratt has secured cash and pledges that represent 25% of the project budget, laying the groundwork for successful completion through the following critical steps:

- Acquisition of 9.8 acres of urban green space in the heart of Homer. The Pratt's wooded property was recently assessed at \$1,188,100, with improvements equaling \$884,100, totaling \$2,072,200.
- Funding for Planning and Pre-development, including \$88,625, plus \$70,000 of in-kind support, from the prestigious Predevelopment Program of the Rasmuson Foundation/Foraker Group;
- Economic impact analysis by The McDowell Group found that the Pratt generates over \$1 million per year of economic activity in the region;
- Gathering of diverse community and stakeholder input through public meetings, surveys, focus groups, and other means, has guided the Planning and Design Phases;
- Grants, donations and pledges of \$2.4 million have been secured to plan and prepare for the project, including a 3 to 1 challenge grant of \$750,000 from the National Endowment for the Humanities (NEH); \$60,000 from the USDA; \$50,000 from DNR; \$885,000 in individual gifts and pledges; \$50,000 in corporate grants; and state appropriations totaling \$450,000 in FY2011, FY2013 and FY2014;
- Major planning and research initiatives include development of the Pratt's Master Exhibit Plan, Phase II; a comprehensive audience research initiative guides redesign of the Pratt permanent exhibits and educational programming;
- Strong partnerships have been developed with the National Park Service; five regional villages of Seldovia, Nanwalek, Kenaitze Indian Tribe, and Ninilchik; Chugachmiut; The CIRI Foundation; the Anchorage Museum; and Islands and Ocean Visitors Center; expanding the reach of the Pratt's exhibits and programs;
- Community leaders have been recruited for the capital campaign, representing multiple disciplines in the arts, sciences, and humanities;
- A mid-campaign feasibility update was conducted in Homer and nearby communities;
- The first part of the site work, an upgrade and expansion of the trail system, has been completed;
- The Pratt's architects and project team worked with the community to develop a detailed schematic design; documentation/cost estimates for the building and site work are complete; and consultation with the City of Homer's Planning office ensured codes and permit requirements were met;
- The Project is rated as nonprofit Priority Number 1 in the City of Homer's Resolution of Support; the Kenai Peninsula Borough also supports the project.

*For use by Co-chair Staff Only:*

**THE REQUEST**

REQUEST: \$2,550,000

TOTAL PROJECT COST: \$9,500,000

AMOUNT RAISED TO-DATE: \$2,400,000

A prestigious National Endowment for the Humanities (NEH) Grant of \$750,000 jump-started the campaign to fund the new facility and the Pratt has secured \$2.4 million: approximately 25% of project funds. Engaging diverse funders to meet campaign goals will secure long-term financial sustainability and bolster the Pratt's role as an economic engine in the community. State funding will be used to match the above-noted \$750,000 NEH challenge grant which requires a 3 to 1 non-federal match.

A \$2,550,000 grant from the State of Alaska will allow the Museum to maintain project momentum at a critical stage. It will help the Pratt leverage significant additional funding for a capital project that will invigorate the region and transform the Museum. Three funders, the Rasmuson Foundation, MJ Murdoch Charitable Trust, and the Paul G Allen Foundation, are committed to the project; the Pratt may apply for funds when fundraising has reached 40%. Corporate and individual leadership donors are also awaiting this fundraising marker.

Architects and engineers have worked with the staff and community to complete conceptualization, determination of need, and refinement of the program and budget during the Schematic Design Phase. The property has been surveyed; the geotechnical engineering report has been completed. Design development will be followed by creation of construction documents: all drawings, specifications, permits needed to begin construction and complete the project.

**STATEMENT OF NEED**

The Pratt will construct a new facility and develop its 9.8-acre campus in the heart of downtown Homer. Currently in an aging building with low-quality and limited gallery space and inadequate environmental systems, the new building, 25% larger than the existing structure, will integrate all activities into one floor and provide an exceptional experience for the Pratt's 25,000 annual visitors and program participants. The facility will be an attractive and inspiring venue for Museum and community events. Expanded galleries will feature the Pratt's award-winning permanent exhibit, Kachemak Bay: An Exploration of People and Place. New exhibits on climate change, and fish camp in contemporary Dena'ina life, will explore the most pressing issues we face today.

The Pratt is the community's living room, classroom, and gathering place. Yet the Museum has no space designated for lively interaction and learning: Community and education programs must take place in galleries, disrupting exhibits and gallery visitors. Dedicated space for education programs and community gatherings will prioritize learning and dialogue. At new research and conservation labs, students and scholars may advance their collective understanding of the region through in-depth study of Pratt collections, on-site object conservation; and in a quiet location, record oral histories and examine collections.

The collections include 24,000 objects and photographs in art, anthropology, history and natural sciences; a valuable resource in the region for education and research. The new facility will provide expanded collections storage space with state-of-the-art environmental controls. New back-of-house areas and support facilities will provide opportunities for the Pratt to engage curators and exhibits from across the state and nation.

Development of the Pratt's wooded campus, located in Homer's central business district, will showcase Woodard Creek, Homer's largest urban stream. Wilderness qualities will remain in some areas of the site, while others will feature lively

gatherings, exhibits, and performances. Trails and accessible paths will welcome individuals of diverse ages and abilities.

The new facility will maximize function, efficient use of space, and aesthetic appeal. Energy-efficient building systems will minimize operating costs. Gallery and collections storage spaces will include advanced temperature and humidity controls, and work areas will take advantage of natural light.

The Pratt Museum is the community's historical anchor. This institution's vitality contributes tangibly to local quality of life, helping make Homer a place where people wish to live, work, and play. The first major capital initiative the Museum has undertaken in its history, a new building and site redesign will allow the Pratt to continue to be a resource for learning and a place of meaningful conversation decades into the future.

In summary, goals of the project include:

- Dedicated education program/community gathering space;
- Implementation of the final phase of Master Exhibit Plan exhibit renovations;
- Site redesign and stewardship to expand outdoor exhibits and fully integrate the Museum into its 9.8-acre green space;
- Expanded collections storage space with state-of-the-art environmental controls;
- Creation of back-of-house support space for research, collections conservation, and exhibit preparation;
- Full Americans with Disability Act compliance; and
- Increased building system efficiency for long-term cost savings.

#### COMMUNITY SERVED

Each year, the Pratt serves 25,000 visitors and engages 4,000 students and adult learners. The Pratt's primary audience is drawn from communities of the Kenai Peninsula in South Central Alaska, a population of over 50,000. It is an integral part of Alaska's educational infrastructure, filling critical gaps by providing hands-on programs to school groups visiting from the Kenai Peninsula, Kodiak Island, Anchorage, and Mat-Su Borough and Fairbanks North Star Borough School Districts. These programs help develop skills and knowledge in the sciences, arts, and humanities. The Pratt is an important repository in Alaska for collections that represent the cultural, natural, and historical heritage of South Central Alaska. These are significant collections in the region and are a resource for students, researchers, writers, educators, and the general public, including archaeological materials that represent Kachemak Bay's earliest inhabitants, historic photographs, oral histories, and community archives. For Alaska residents, the Pratt is an expression of civic and cultural identity. For summer travelers, the Pratt is a highly-anticipated destination where they can learn about and explore Alaska.

The Museum is a regional economic engine, according to the 2009 McDowell Group study, "Economic Impact Analysis of the Pratt Museum Renovation and Expansion," generating approximately \$1 million in annual economic activity and drawing visitors to our community from across the state, across the nation and around the world. A source of pride for southern Kenai Peninsula residents, the Pratt has earned broad local, regional, state and national support from its individual members and donors, businesses and corporations, Native organizations, and private foundations.

Support from the State of Alaska will help build the future of the Pratt Museum. This participation will deepen Alaskans' collective understanding of the Kachemak Bay and surrounding region, including the Kenai Peninsula and Lower Cook Inlet. State funding will inspire dialogue, lifelong learning, and community engagement. State financial support is needed as we strive to provide a gathering place that inspires Alaskans to reflect on the past, explore the present, and understand how we can shape our future.

**Project Timeline:**

- August 2014, Exhibit concept complete, design development begins
- March 2015, Building Construction documents finalized
- Fall 2015, Site Prep begins
- May 2016, Exhibit Design complete, Fabrication begins
- Fall 2016, Building Construction completed; Exhibit Fabrication completed, installation begins.
- Fall 2016-February 2017, Move Museum Collections, Exhibits and Personnel into New Building

**Entity Responsible for the Ongoing Operation and Maintenance of this Project:**

Homer Society of Natural History dba Pratt Museum

**Grant Recipient Contact Information:**

Name: Michele Miller  
Title: Development Director  
Address: 3779 Bartlett Street  
Homer, Alaska 99603  
Phone Number: (907)435-3343  
Email: mmiller@prattmuseum.org

Has this project been through a public review process at the local level and is it a community priority?  Yes  No

THE PAUL G. ALLEN  
FAMILY FOUNDATION

April 3, 2014

Senator Peter Micciche and Representative Paul Seaton  
Alaska State Capitol  
120 East Fourth Street  
Juneau, AK 99801

Re: Capital Budget Funding Request for Pratt Museum

Dear Senator Micciche and Representative Seaton:

On behalf of The Paul G. Allen Family Foundation, I am pleased to write on the Pratt Museum's behalf as you consider this year's budget and further funding for this worthy project.

The Paul G. Allen Family Foundation has supported the Pratt Museum's programs for over 10 years, and was an early contributor during the development phase of the project, through a two-year capacity building grant of \$125,000. The Foundation wishes to further the Pratt's mission, reflected in its innovative and diverse exhibitions, projects, and educational offerings.

The award-winning Pratt Museum has excellent exhibitions on the arts, sciences, cultures, and history of Kachemak Bay and the Kenai Peninsula. Over 25,000 visitors experience the Pratt collections each year at one of the state's best museums.

The planned new facility will accommodate collections, programs and exhibitions that have grown too large for the small, older building that the museum now occupies.

Please continue to support this vital institution and help it to grow to meet the needs of Alaskan residents.

Sincerely,

Jim McDonald  
Senior Program Officer  
The Paul G. Allen Family Foundation

cc: Senator Kevin Meyer, Co-Chair, Senate Finance Committee  
Representative Bill Stoltze, Co-Chair, House Finance Committee

505 FIFTH AVE S, SUITE 900  
SEATTLE, WA 98104  
TEL 206 342 2000  
FAX 206 342 3000  
VISIT [PGAFAMILYFOUNDATION.ORG](http://PGAFAMILYFOUNDATION.ORG)



**First National Bank**  
**A L A S K A**

March 21, 2014

Senator Peter Micciche and Representative Paul Seaton  
Alaska State Capitol  
120 East Fourth Street  
Juneau, AK 99801

Dear Senator Micciche and Representative Seaton:

On behalf of First National Bank Alaska (FNBA), I am pleased to write about the Pratt Museum. What an asset to the Homer community!

First National has supported the Pratt Museum's education programs for more than 25 years. In fact, our bank was the first corporation to award a grant to help fund the museum's capital campaign for the new facility. We look forward to the Pratt furthering their mission in an enhanced setting, reflected in its innovative and diverse exhibitions, exciting projects, and rich educational offerings.

The award-winning Pratt Museum has excellent exhibitions on the arts, sciences, cultures, and history of Kachemak Bay and the Kenai Peninsula. Over 25,000 visitors experience the Pratt collections each year at one of the state's best museums.

The planned new facility is a terrific project that will accommodate programs, exhibits and collections that have grown too large for the small, older building that the museum now occupies.

First National Bank Alaska truly appreciates the benefits the Pratt brings to our community, enhancing our quality of life.

Sincerely yours,

Julie Woodworth  
Vice President

Cc: Senate Finance Committee Co-chair Kevin Meyer  
House Finance Committee Co-chair Bill Stoltze

# PETRO MARINE SERVICES

Petroleum Marketing to the Marine Industry

March 21, 2014

Senator Peter Micciche and Representative Paul Seaton  
Alaska State Capitol  
120 East Fourth Street  
Juneau, AK 99801

Dear Senator Micciche and Representative Seaton:

On behalf of Petro Marine Services, I am pleased to write on the museum's behalf as you consider this year's budget and further funding for this worthy project.

Petro Marine has supported the Pratt Museum's programs for over 20 years. Petro Marine wishes to further the Pratt's mission, reflected in its innovative and diverse exhibitions, projects, and educational offerings.

The award-winning Pratt Museum has excellent exhibitions on the arts, sciences, cultures, and history of Kachemak Bay and the Kenai Peninsula. Over 25,000 visitors experience the Pratt collections each year at one of the state's best museums.

The planned new facility will accommodate programs, collections and exhibits that are too large for the small, older building that the museum now occupies.

Please continue to support this vital institution and help it to grow to meet the needs Kenai Peninsula – and all Alaskan – residents, as well as the tens of thousands of visitors that travel to the Kenai Peninsula each year.

Sincerely yours,



Cc: Senate Finance Committee Co-chair Kevin Meyer  
House Finance Committee Co-chair Bill Stoltze



P.O. Box 389 • Seward, Alaska 99664

Phone (907) 224-3190 • Fax (907) 224-3937

A HARBOR ENTERPRISES COMPANY



## TOTEM OCEAN TRAILER EXPRESS

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April 1, 2014

Senator Peter Micciche and Representative Paul Seaton  
Alaska State Capitol  
120 East Fourth Street  
Juneau, AK 99801

Dear Senator Micciche and Representative Seaton:

On behalf of Totem Ocean Trailer Express (TOTE), I am pleased to write on the museum's behalf as you consider this year's budget and further funding for this worthy project.

TOTE has supported the Pratt Museum's education programs for over 15 years, and recently awarded a grant to help fund the capital campaign for the new facility. TOTE wishes to further the Pratt's mission, reflected in its innovative and diverse exhibitions, projects, and educational offerings.

The award-winning Pratt Museum has excellent exhibitions on the arts, sciences, cultures, and history of Kachemak Bay and the Kenai Peninsula. Over 25,000 visitors experience the Pratt collections each year at one of the state's best museums.

The planned new facility will accommodate programs and displays that are literally bursting out of the small, older building that the museum now occupies.

Please continue to support this vital institution and help it to grow to meet the needs of Alaskan residents.

Sincerely yours,

Grace Greene  
Alaska General Manager

Cc: Senate Finance Committee Co-chair Kevin Meyer  
House Finance Committee Co-chair Bill Stoltze



43 NOW, THEREFORE, BE IT RESOLVED that the Homer City Council hereby expresses  
44 support for the Pratt Museum's legislative grant request in the amount of \$2.55 million for the  
45 Museum's New Facility and Site Redesign Project.

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47 PASSED AND ADOPTED by the Homer City Council this 14<sup>th</sup> day of October, 2013.

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49 CITY OF HOMER



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61 Mary E. Wythe  
MARY E. WYTHE, MAYOR

62 ATTEST:

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JO JOHNSON, MMC, CITY CLERK

Fiscal Note: N/A



## **Pratt Museum New Facility and Site Redesign**

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**Project Description & Benefit:** The national award-winning Pratt Museum preserves the stories of the Kachemak Bay region and provides a gathering place for people to learn and be inspired by this region and its place in the world. The Pratt's exhibits, education programs, and collections seek to foster self-reflection and dialogue among the Museum's community and visitors. Each year, the Pratt serves 30,000 visitors and engages more than 4,000 young and adult learners in its programs. One of only six accredited museums in Alaska, the Pratt is consistently viewed as one of Alaska's most important cultural institutions and as a leader among small museums across the country.

Today the Pratt Museum exists in a structure that does not meet the Museum or the community's needs. The existing 10,500 square foot building is more than 44 years old, and the building's galleries, collections storage, public meeting, and education spaces do not support the Pratt's goals or embrace current opportunities. The Pratt is now working with its community on a project to better serve the community and visitors long into the future, through the construction of a new facility and redesign of the Pratt's 9.8 acres. Benefits of this project will include: 1) improved education programs and exhibits; 2) creation of a community learning space to promote education and community dialogue; 3) an expanded trail system and outdoor exhibits; 4) the ability to serve larger visitor and school groups; 5) greater representation at the Museum of the region's diverse cultural groups; 6) the ability to care for growing collections, including community archives and stories; and 7) full disability accessibility. The Planning Phase was the Fall of 2007 to December 2010. The Design Phase started in January 2011 and will be complete in July 2014. Construction is scheduled to begin July 2014 and conclude by June 2016. The total budget of this project is \$9.5 million.

**Plans & Progress:** Nearly a decade of thorough organizational evaluation, professional assessment, and community dialogue has led the Pratt Museum Board of Directors and staff to the decision to embark on an ambitious capital project and carry out a comprehensive redesign of the Pratt's property. A fundraising feasibility study was conducted in 2009 in tandem with the development of draft architectural and site concepts. Additionally, the McDowell Group conducted an analysis of the economic impact of the Pratt's operations and construction project on the local community, finding that the Museum generates substantial economic activity in the region. Now in the Design Phase, the Pratt has secured cash and pledges that represent 22% of the project budget and has laid the groundwork for the successful completion of this project through the following critical steps:

- The Pratt has gathered diverse community and stakeholder input through public meetings, surveys, and other means to guide the Planning Phase and will continue to gather input throughout the Design Phase;
- With leadership from the Patrons of the Pratt Society, 9.8 acres of urban green space have been acquired in the heart of Homer, which the Museum now owns debt-free;
- The Pratt participated in the Rasmuson Foundation's prestigious "Pre-Development Program," which provided more than \$70,000 in in-kind planning services, resulting in substantial Planning Phase cost savings;
- The Museum has recruited community leaders for the capital campaign who represent the Pratt's multiple disciplines in the arts, sciences, and humanities;
- The Pratt has kicked off Phase II community input planning and research for the Master Exhibit Plan permanent exhibit renovations to be installed in the new building; and
- The Museum has secured \$2.4 million (25% of project total) in cash and pledges.
- The Pratt is on schedule with the Design Phase, which will be completed by July 2014.
- The first part of the site work, an upgrade and expansion of the trail system, was completed in 2012.

**Total Project Cost:** \$9,500,000

**Preconstruction:** \$1,000,000

**Construction:** \$8,500,000

**Schedule:**

**Planning:** 2010

**Design:** 2014

**Construction:** 2016



Introduced by: Smith, Haggerty  
Date: 01/22/13  
Action: Adopted  
Vote: 7 Yes, 0 No, 2 Absent

**KENAI PENINSULA BOROUGH  
RESOLUTION 2013-007**

**A RESOLUTION EXPRESSING SUPPORT FOR THE PRATT MUSEUM'S  
GRANT REQUESTS FOR ITS NEW FACILITY AND SITE REDESIGN PROJECT**

- WHEREAS,** The Pratt Museum is a national award-winning museum on the Kenai Peninsula that serves more than 30,000 visitors and engages more than 4,000 education program participants annually; and
- WHEREAS,** The Pratt Museum is consistently recognized as one of Alaska's leading cultural institutions and a model among community museums across the nation; and
- WHEREAS,** The Pratt Museum is a regional economic engine, generating about \$1 million in annual economic activity and drawing visitors to the Kenai Peninsula from across the state, nation and world; and
- WHEREAS,** The Pratt Museum has embarked on a construction project to better serve its visitors and the community long into the future by providing new exhibits; full handicap accessibility; expanded research capacity to serve students and scholars; and improved ability to expand and preserve the largest collections in the sciences, arts, and humanities on the Kenai Peninsula; and
- WHEREAS,** The Pratt Museum was awarded a Challenge Grant of \$750,000 from the National Endowment for the Humanities, which must be matched three to one with non-federal dollars to leverage these funds; and
- WHEREAS,** A capital grant of \$2,800,000 from the State of Alaska will provide necessary funding for the Pratt Museum's \$9.5 million new facility and site redesign project, enabling the Museum to maintain project momentum at this crucial stage; and
- WHEREAS,** The Pratt Museum's construction project is included as a No. 4 Priority in the City of Homer's FY14 Capital Improvement Plan list and the City of Homer supports the Pratt Museum with operational funding;

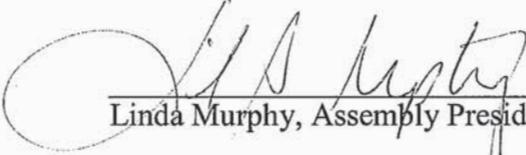
**NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE KENAI  
PENINSULA BOROUGH:**

**SECTION 1.** That the Kenai Peninsula Borough Assembly hereby expresses support for the Pratt Museum's Alaska State legislative grant requests and Federal Grant Requests and other potential grants in aid of construction for the Museum's New Facility and Site Redesign Project.

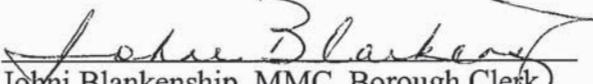
**SECTION 2.** That copies of this resolution be forwarded to the Borough's Alaska State House and Senate Delegation, and to the Alaska Congressional Delegation.

**SECTION 3.** That this resolution shall take effect immediately upon its adoption.

**ADOPTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH THIS 22ND DAY OF JANUARY, 2013.**

  
\_\_\_\_\_  
Linda Murphy, Assembly President

ATTEST:

  
\_\_\_\_\_  
Johni Blankenship, MMC, Borough Clerk



Yes: Haggerty, Johnson, McClure, Smalley, Smith, Tauriainen, Murphy  
No: None  
Absent: Pierce, Wolf



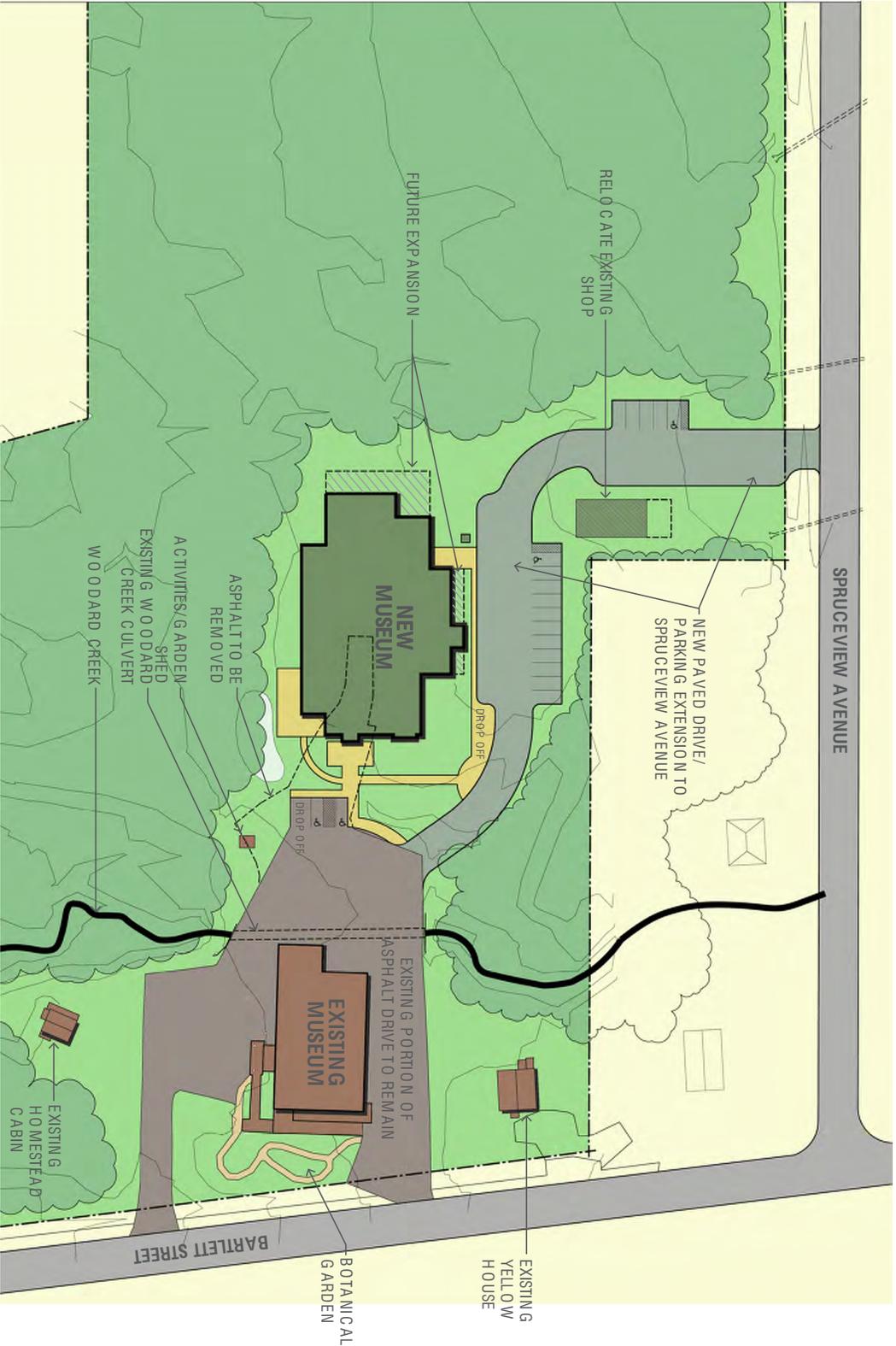
**EXTERIOR PERSPECTIVE**

**NEW PRATT MUSEUM**  
HOMER, ALASKA

LIVINGSTON SLOANE INC.  
SCHEMATIC DESIGN

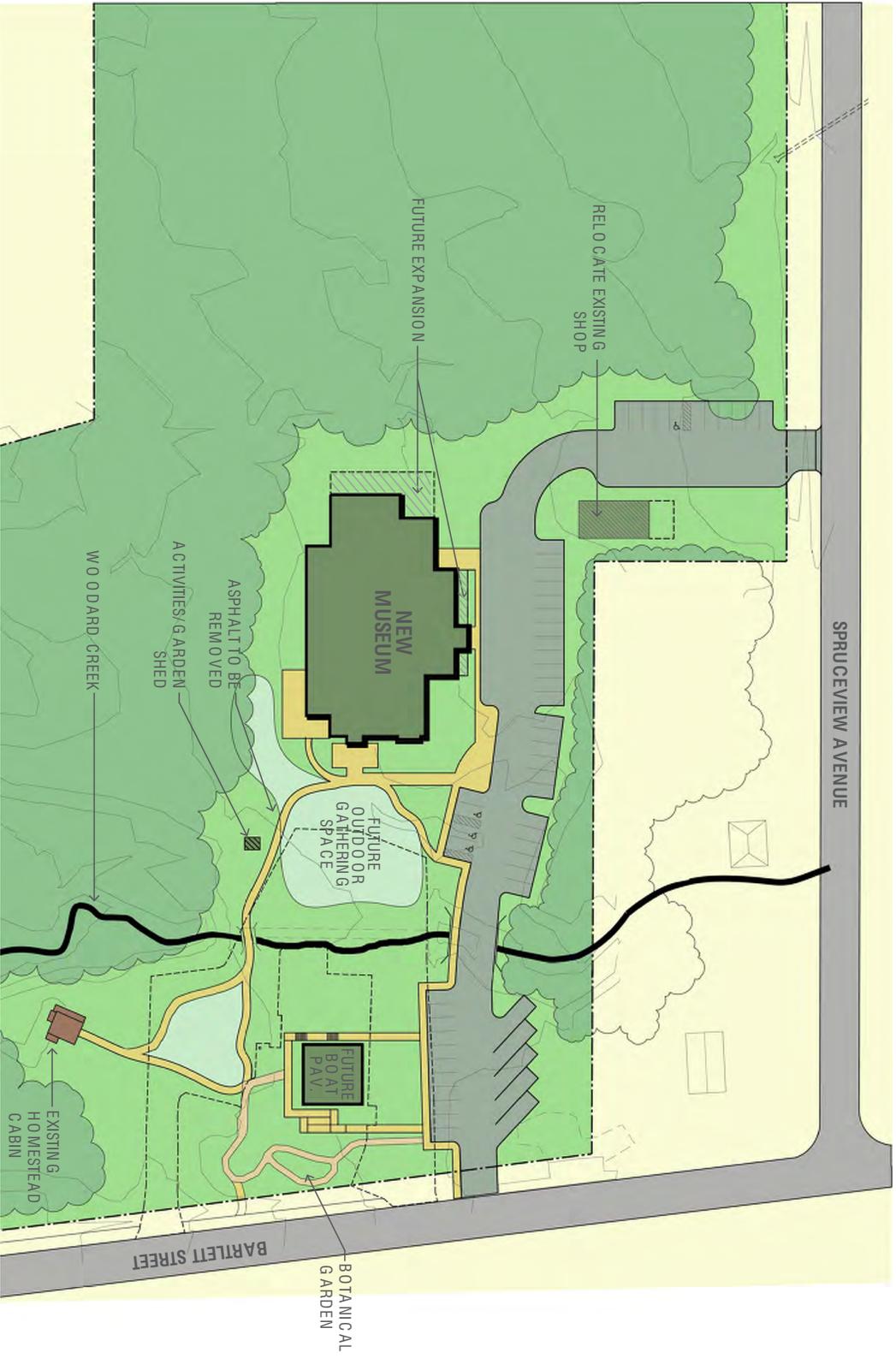
**NEW PRATT MUSEUM**  
HOMER, ALASKA

**SITE PLAN - PHASE 1**



LIVINGSTON STONE INC.  
SCHEMATIC DESIGN





SITE PLAN - PHASE 2

**NEW PRATT MUSEUM**  
HOMER, ALASKA

LIVINGSTON SLONE INC.  
SCHEMATIC DESIGN

