

EXECUTIVE SUMMARY

OVERVIEW

The Pennsylvania Veterans Museum will fill a massive gap in a state that is rich in history, but bereft of its own 20th century wartime experience.

Unlike memorials, battlefield or other military museums, the Pennsylvania Veterans Museum will offer a unique perspective — the living history of Pennsylvania's veterans. And it will offer a unique experience — total immersion in combat, one battle at a time.

Themed exhibits will be selected from pivotal battles of World War II, the Korean conflict, the War in Vietnam and Gulf Wars. Exhibits will change at regular intervals, so visitors can return again and again to walk in the combat boots of our servicemen and women.

Modular designs will allow past exhibits to travel to other cities and venues, giving us the ability to reach a wide audience through statewide programs and national partnerships.

IT'S A TRIBUTE TO PENNSYLVANIA VETERANS WHICH IS LONG OVERDUE.

MISSION

To preserve the legacy and dignity of all military veterans of Pennsylvania by presenting a living history of their service experiences. To ensure that current and future generations will understand the true nature of war, and the sacrifices made in the name of freedom and security.

VISION

That all present and future generations will recognize and appreciate the sacrifices and honor of those who have served their country.

AUDIENCE

The Pennsylvania Veterans Museum will draw visitors from across Pennsylvania, as well as the Delaware Valley Tri-State area. Target audiences include:

- Pennsylvania veterans, which number 1.2 million, approximately 10% of the state's population, with 438,363 in the local Delaware Valley region
- Middle school and high school groups
- Senior citizen tour groups
- Other tourists to the Philadelphia region

We will reach a wider audience through our web site, partnerships and traveling exhibits.

Results from a formal market survey, conducted by AMS Planning and Research, will be available shortly. AMS is the leading national research and consulting practice specializing in market research for arts, entertainment and museum organizations.

SPACE

With \$1.3 million in funding from the State of Pennsylvania, the historic stone Armory in Media, PA is being renovated to house the Pennsylvania Veterans Museum. 5,300 square feet of the 96-year-old building will be dedicated to exhibits.

LEARN HONOR REMEMBER



EXHIBITS

The Museum's total immersion technology puts you in a combat zone — in the trenches, on the flight deck, or in the cockpit. It's an experience you won't encounter at any other museum on the East Coast.

Through interactive exhibits, kiosks and audio stations, visitors become part of the battle plan and its strategic significance in the greater context of the war and its times. They face real life war situations, and hear "reports" from the men and women who were actually there.

In the SenseSurround Theater, archival footage, surround sound, theatrical lighting and special effects catapult visitors into the middle of the action, reliving history in every "sense" of the word — sight, sound, feeling and smell.

One permanent exhibit will be dedicated to Pennsylvania's Medal of Honor recipients, starting with the 29 extraordinary men who received the Medal for their actions in WWII.

The Museum's WWII exhibits will also feature a special section dedicated to the D-Day actions of the "Band of Brothers", seven of whom are still living in Pennsylvania. The exhibit will follow them as they parachute behind enemy lines and take out the four big guns targeting our forces on Utah Beach.

But many more, less well-known and previously unheralded men and women will be honored. The stars of the Museum are Pennsylvania's veterans. Their stories and mementos will permeate the exhibits. Their experiences will instill the battle scenes with reality. And their legacy will be recorded and preserved in the Museum's Living History database for all present and future generations to appreciate.

EDUCATION OVERVIEW

Education is a primary goal of the Museum. For each exhibit, we will offer a rich selection of lesson plans for use in the classroom or in preparation for a Museum visit. All plans will be designed to coincide with state and national learning standards, and will be made available on the website free of charge to teachers.

Through our Veterans Speakers Bureau, veterans will give talks about their experiences to students throughout the state and to school groups visiting the museum, thereby putting a face on war and heroism.

School outreach programs will enable students to participate in gathering oral and written histories of veterans for the Museum's Living History database.

WEB OVERVIEW

Our web site will serve not only as a portal to the Museum, but also as an educational and historical resource in its own right, reaching a much wider audience. Key features:

- Interactive adaptations of the Museum's exhibits
- Film and audio downloads
- Access to the Museum's Living History database to read and hear veterans' accounts of battle — or post your own story
- Teacher guides and lesson plans for past, present and future Museum exhibits
- A Veterans Forum for discussion of the issues which concern PA veterans

TRAVELING MUSEUM

At regular intervals, the Museum will mount a new installation on a different battle or era of combat. Modular designs will allow the interactive kiosks, SenseSurround films and select components of the immersive environments from previous exhibits to be packed up and reconfigured at other venues. This will bring the battlefield experience to schools, other museums and institutions across Pennsylvania and possibly the nation — not only expanding the reach of the Museum well beyond the stone walls of the Media Armory, but providing a significant source of rental revenue.

PILOT PROJECT

Moreover, the Pennsylvania Veterans Museum will set such a new direction for military museums that we expect it to serve as a pilot project, setting an example that other institutions will want to follow.