

A young girl with curly brown hair and a blue headband is smiling and looking upwards. She is wearing a blue denim jacket over a red shirt. She is holding a yellow pole with both hands. The background is a warm, golden-brown color. The entire image is framed by a thick blue border. In the top right corner of the blue border, there is a blue arrow pointing diagonally upwards and to the right.

**EXPANDING
CURIOSITY.**

GRAND
RAPIDS
PUBLIC
MUSEUM

EXPANDING ON OUR PAST.

For almost 170 years, the Grand Rapids Public Museum (GRPM) has inspired its visitors to “Be Curious” as they explore, imagine, and create within and beyond the Museum’s walls. At its core, the Museum is a learning institution focused on history, science, and culture. Today it continues to fulfill the promise of providing “knowledge for all” with a goal of being accessible, both physically and cognitively, to the broadest population possible.

THE FUTURE

The GRPM has a bold vision for the future which will ensure its continued impact for the next 30 years and beyond. Visitation, which has increased three times in the past decade, necessitates physical, digital, experiential, and educational expansion in order to better serve our community. The role of our Museum has transitioned from archival storage, interpretation, and display to a dynamic educational community center that welcomes and represents all of its users.



GRPM MISSION: WE EXIST TO BE A LIVING MONUMENT OF ARTIFACTS, IDEAS, AND STORIES TOLD THROUGH EXHIBITIONS, EVENTS, AND EDUCATIONAL PROGRAMMING DESIGNED TO INSPIRE, MOTIVATE, AND CELEBRATE OUR HUMAN BOND. WE ENRICH THE LIVES OF OUR COMMUNITY THROUGH EXPERIENCES OF THE WIDER WORLD IN A UNIQUELY GRAND RAPIDS CONTEXT.



EXPANDING ACCESS.

GRAND RIVER ACCESS FOR ALL

The Museum plans to enhance its outdoor exhibit space to include event space, hands-on science stations, river access, and new educational opportunities along the improved walkways and trails. It will provide multiple public gathering areas that are accessible to all and allow for experiential learning opportunities.

CAROUSEL PAVILION

The Cook Carousel Pavilion which houses the GRPM's 1928 Spillman Carousel, an icon of both the Museum and downtown Grand Rapids, will be a fully accessible space both inside and out. The focal point of the design will be the Carousel itself, showcasing the beauty of this nearly 100-year-old working artifact. Upgrades to the Pavilion structure will detach it from the Museum's main facility to allow for accessible trail connections, access to the carousel, and viewing opportunities on the riverfront.



EXPANDING EXPERIENCES.

RENOVATED AND EXPANDED VAN ANDEL MUSEUM CENTER

The reimagined Van Andel Museum Center will enhance the multisensory visitor experience and accommodate growing attendance. Large group gathering space will increase the number of school groups that can be served, doubling the number of students served per year from 30,000 to 60,000, while being available for events in the evenings and on weekends. The GRPM's main entrance will provide an accessible and welcoming environment for all guests. A new café and retail space will fill the northern portion of the Van Andel Museum Center, including the existing rotunda.

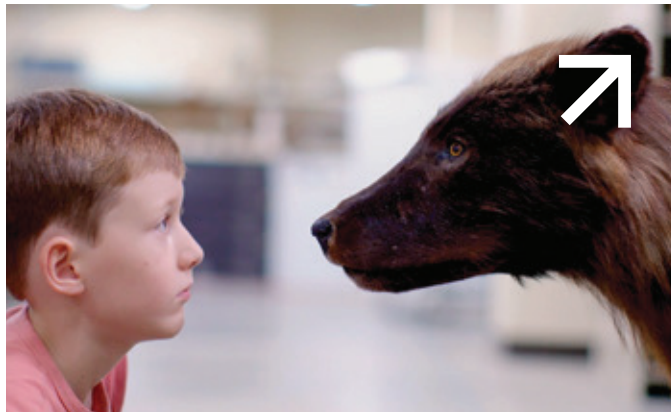
Outdoor space will provide a welcoming approach to the Museum featuring a park-like lawn with artifact displays, seating, and a connection to the riverfront trail. Two additional elevators at the south end of the building will ensure that the growing number of visitors to the Van Andel Museum Center can easily explore all three floors of exciting exhibits, whatever their mobility needs.



EXPANDING ACCESSIBILITY.

COMMUNITY ARCHIVES AND RESEARCH CENTER RENOVATION

Approximately 95% of the GRPM's collections, over a quarter-million artifacts and specimens, are preserved at the Community Archives and Research Center. Located less than a mile from the main Museum, the Community Archives and Research Center is the GRPM's secure, climate-controlled collections storage facility. In order to make ALL the collections accessible to the communities it serves, the GRPM plans to renovate a portion of the Community Archives and Research Center facility into a new public space. This will include two flexible artifact labs that will be used by K-12 students for hands-on learning with objects, by college students and researchers for in-depth access to collections, for training teachers on how to use artifacts in their own classrooms, and for special events and behind-the-scenes tours of the archives.



EXPANDING SUSTAINABILITY.

OPERATIONAL MANAGEMENT + LONG-TERM SUSTAINABILITY

With programming and operations expanding to serve a growing segment of the region's residents, students, and organizations, the GRPM will be investing in innovative technologies, new program development, human resources, and operations systems. Because of this work, the GRPM will be able to increase its revenue production. These investments and new operational plans will ensure the GRPM has the continued capacity to staff and program the new Museum spaces and outdoor areas.

CORE EXHIBIT UPGRADE

Throughout the Expansion Project, several of the Museum's core exhibition spaces will be refreshed and reimagined. The GRPM's core exhibits tell the stories of the people, history, and ecology of the region and make connections to the wider world. While these exhibits have been exceptionally popular for decades, they need to be refreshed periodically to ensure relevance for future generations. The exhibit upgrades will be designed in partnership with the community, especially cultural and indigenous groups, to ensure that new exhibitions honor the region's cultural history and are accessible to all.



EXPANDING OUR BASE.

ONE-TIME GIFTS

Contributions to the Expanding Curiosity Campaign can be made in the form of a one-time gift of cash, or a gift of appreciated assets such as stocks or securities.

PLEDGES

For your convenience, pledges and payments will be accepted over multiple years.

NAMING OPPORTUNITIES

We invite you to honor friends, family, the memory of a loved one, or a business through a naming opportunity. We will work with you to determine the appropriate recognition of substantial gifts.

GRPM COMPREHENSIVE CAMPAIGN | PROJECT COST COMPONENTS

Grand River Access for All		\$7.0M
Carousel Pavilion		\$2.9M
Renovated and Expanded Van Andel Museum Center		\$26.1M
- North Park	\$1.2M	
- West Entry Retail and Café	\$22.5M	
- Elevator South	\$2.4M	
Community Archives & Research		\$3.0M
Programming, Outreach, and Operations		\$4.0M
Endowment		\$7.0M
TOTAL		\$50M

GRPM Foundation is a 501(c)(3) organization and gifts meet charitable deduction guidelines.



EXPANDING POSSIBILITIES.

We are excited to share our vision for the future of this beloved institution. Our strategic plan is bold, forward-thinking, and ambitious, reflecting the Grand Rapids Public Museum's commitment to being a vital part of the West Michigan community for decades to come. We believe that in order to maintain our impact and relevance, we must continue to evolve and transform, creating facilities, practices, and programs that reflect the changing needs and interests of our visitors. Our new vision is built on a foundation of community demand for expanded programming, exhibits, and partnerships, and we are committed to becoming the most accessible, self-sustaining, and dynamic museum in the nation. With this expansion, we aim to create a fresh physical and virtual source for understanding our community and the world, inspiring curiosity and connection for generations to come. We hope you'll join us!

Jim Haveman *Julie Westra* *Jim Williams* *Linsey Gleason* *Dale Robertson*



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President & CEO

The bold vision requires investment in new ideas that encourage invention and experimentation while maintaining the Museum's core values of fostering curiosity and providing an immersive space for all to explore and learn.

As the GRPM plans for the future, we hope to find partners that see the importance of challenging assumptions about how museums might serve the community.

Please join us in supporting these transformational initiatives.





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