

Pink Palace Family of Museums

Location: Memphis, Tennessee

Scope of Work: Master Planning



MMC assisted the Pink Palace Family of Museums (PPFM) in a master planning process to establish the strategic direction for a five-year time period. MMC assembled a team of consultants including an architect, an exhibit designer, an economist, a fundraising advisor, and a marketing specialist. The team conducted an operational assessment of the museum system, which is comprised of an historic mansion, a natural science and history museum, a nature center, a science discovery center, and two historic houses.

The assessment evaluated the functionality of each of the various sites, as well as exhibition themes and programs. In addition, other regional and similarly sized organizations were studied as a benchmark for comparison to the operations and finances of the PPFM.

MMC helped to refine the mission and vision of the PPFM, which informed the strategic plan. A series of focus groups were conducted to understand the needs of the community and to aid in the development of an enhanced visitor experience. An additional component of the plan was an assessment of private fundraising support for goals associated with the new PPFM vision. The master plan will be critical to the future of the organization in attracting diverse audiences, increasing relevance to regional school curricula, establishing financial sustainability, and strengthening the capacity of the Board.