

Pink Palace Family of Museums

Location: Memphis, Tennessee

Scope of Work: Master Planning



In 2006-2007, MMC worked with the Pink Palace Family of Museums (PPFM), which is comprised of an historic mansion, a natural science and history museum, a nature center, a science discovery center, and two historic houses. MMC assembled a team of consultants (architect, exhibit designer, economist, fundraising advisor, and marketing specialist) to: evaluate the functionality, exhibition themes, and programs of each of the various sites; conduct a series of focus groups to understand the needs and interests of the community; engage in an analysis of private fundraising support for PPFM; and perform a comparative benchmark study of other regional and similarly sized institutions. The result of this work was the development of a five-year Master Plan that includes a refined mission and vision for PPFM, as well as actionable implementation strategies for attracting diverse audiences, increasing relevance to regional school curricula, establishing financial sustainability, and strengthening the capacity of the Board.