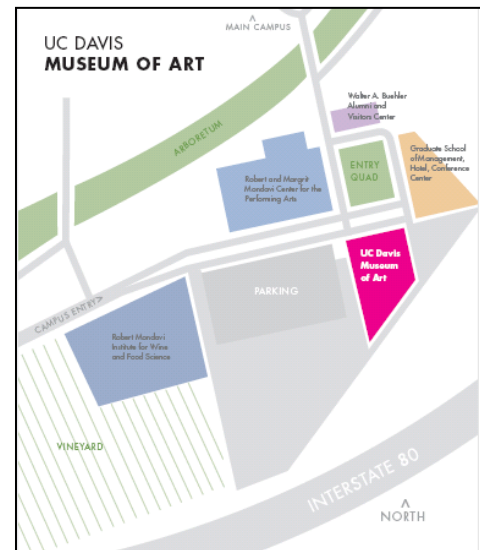


UC DAVIS MUSEUM OF ART

University of California, Davis

Institutional Planning

MMC worked with the University of California, Davis to develop the Museum of Art as an integral part of a new southern gateway to its campus. The Museum will interpret and share UC Davis' rich artistic legacy, including works of art by its renowned alumni and faculty. MMC's scope of work included a comprehensive assessment, development of a Strategic Plan and Business Plan, as well as creation of a visitor experience concept. The result of MMC's work was that the Chancellor authorized a new \$15 million matching grant for construction of the building. The documents developed by MMC are now being used to guide the University in planning the Museum facility, implementing the governance structure, building campus and community awareness of and advocacy for the Museum, raising the capital to build the Museum, and developing a sustainable business model.



Contact MMC for your organization's individual solution:

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