

## **Expansion Plan**

HEVF's Expansion Plan has three major benchmarks.

- **Benchmark 1** : Complete construction of the Route 66 Electric Vehicle Museum's primary campus, opening with a slightly abbreviated collection of EVs and exhibits.
- **Benchmark 2** : Expand into new areas of the newly renovated campus, offering comprehensive experience both in-person and virtually.
  - **Visible Mechanic Bays & Hands-On Educational Courses** available in-person and digitally for secondary schools, vocational, and college-level skills training.
  - **STEM & Robotics Labs** for children ages (7-16). Interactive labs will be available on-site and digitally.
  - **Increased Visitor Parking**
  - **Expand Collection**
  - **Increase Exhibit Catalog** adding more hands-on, technology forward experiences.
  - **Develop & Launch the Museum's Mobile App** offering more ways to engage the museum (digital courses and workshops, exhibit geo-targeting, real-time maps, notifications of new and upcoming exhibits, courses, speakers, events, et.)
- **Benchmark #3** : dramatically increase accessibility and engagement with the local and global communities
  - **Renovate & Open Buildings Adjacent** to the main campus to :
    - Serve as the continuing educational wing of foundation
    - Act as the vital channel connecting the three facilities
    - Deliver a compounding primary and secondary economic impact throughout the city, region, and the state of Arizona.
  - **New Addition: Academic Research Library & Archives**
  - **Prioritize Local, National, & Global Outreach**

We're currently funding **Benchmark 1**.

### **Benchmark 1 Phases :**

#### **Phase 1: Funding & Inquiry**

-Raise initial goal of \$20 Million to initiate construction of the primary campus.

-Review potential architects, construction groups, and the people resources needed to commence construction once the funding goal has been met.

#### **Phase 2 : Planning**

-Continue funding efforts

-Develop the road map that will take us from concept to occupancy.

- Identify and outline steps for scope of work and budget confirmation
- Assumed timelines and partnership with the City of Kingman, AZ.
- Design time for permits
- Plan experiential guided walkthrough
- Finalize exhibit layout and details
- Finalize contractor selection
- Delineate construction, exhibit, & experiential timelines

#### **Phase 3 : Building**

-Construction of the museum's main campus begins.

-Restoration of the collection and individual historic electric vehicles to be displayed in the new facility

-Develop & begin curating the mobile origin stories, vehicles, and exhibition experience

-Finalize and build out the educational labs

-Initiate a targeted advertising and marketing campaign

-Continue funding efforts

-This phase is anticipated to last for 1-1.5 years.

#### **Phase 4 : Finalize**

-Continue funding efforts

-Construction concludes

-Install & curate furniture, exhibits, lighting, etc

- Set-up and prepare all educational labs and courses
- Test the technical and digital capabilities
- Marketing & advertising campaigns increase, expanding into larger markets in preparation for opening.

### **Phase 5 : An Electric Opening**

- Continue funding efforts
- Marketing & advertising campaigns reach an all-time high
- Finalize set-up of museum's interior and exterior
- 2-day VIP preview weekend with VIP guests, sponsors, donors, media, and public figures to celebrate the upcoming opening.
- Open to the general public